

Privacy Policy

I. Basic provisions

1. The operator of the website www.geoportalpraha.cz (hereinafter referred to as the "**website**") and the data Administrator pursuant to Article 4(7) of Regulation (EU) 2016/679 of the European Parliament and of the Council On the Protection of Natural Persons with Regard to the Processing of Personal Data and on the Free Movement of Such Data (hereinafter referred to as the "**GDPR**") is the Prague Institute of Planning and Development, a contributory organization, ID No: 70883858, with a registered office at Vyšehradská 57, Prague 2, postcode: 128 00 (hereinafter referred to as the "**Administrator**").
2. The contact details of the Administrator are
address: Vyšehradská 57, Prague 2, postcode: 128 00
email: info@geoportalpraha.cz
3. Personal data shall mean any information about an identified or identifiable natural person; an identifiable natural person is a natural person who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, a network identifier or to one or more specific elements of the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person (hereinafter referred to as "**User**").

II. Sources and categories of the personal data processed

1. The Administrator processes personal data provided by the User or personal data obtained by the Administrator as a result of a visit to the website.
2. The Administrator processes the identification and contact data necessary for the provision of services provided on the website, as well as the data provided by the User on the basis of the User's consent.

III. Lawful reason and purpose for processing personal data

1. The lawful reason for the processing of personal data is
 - the performance of a contract for the provision of services provided on the website between the User and the Administrator pursuant to Article 6(1)(b) of the GDPR,
 - the Administrator's legitimate interest in providing direct marketing (in particular for sending newsletters) pursuant to Article 6(1)(f) GDPR,
 - the User's consent to processing for the purpose of providing direct marketing (in particular for sending newsletters) pursuant to Article 6(1)(a) GDPR in conjunction with Section 7(2) of Act No. 480/2004 Coll., on Certain Information Society Services.
2. The purpose of the processing of personal data is

- for use to meet user requests, provide advice and guidance and to provide information on request,
- for sending newsletters.

IV. Data retention period

1. The Administrator stores personal data
 - for the period necessary to exercise the rights and obligations arising from the use of the services provided by the Administrator on the website,
 - until consent to the processing of personal data for the purpose of sending newsletters is withdrawn.
2. After the expiry of the retention period, the Administrator shall delete the personal data.

V. Recipients of personal data (subcontractors of the Administrator)

1. The recipients of personal data are persons
 - involved in the delivery of the services provided on the Website,
 - involved in the operation of the services,
 - other entities, if required by applicable law or necessary to protect the rights and legally protected interests of the Administrator or another entity.
2. The Administrator does not intend to transfer personal data to a third country (non-EU country) or an international organization.

VI. Rights of the User

1. Under the conditions set out in the GDPR, the User has
 - the right of access to your personal data under Article 15 GDPR,
 - the right to rectification of personal data pursuant to Article 16 GDPR or restriction of processing pursuant to Article 18 GDPR,
 - the right to erasure of personal data pursuant to Article 17 GDPR,
 - the right to object to processing under Article 21 GDPR,
 - the right to data portability under Article 20 GDPR,
 - the right to withdraw consent to processing in writing or electronically to the address or email of the Administrator specified in Article I of these Terms.
2. Furthermore, the User has the right to file a complaint with the Office for Personal Data Protection if he/she believes that his/her right to personal data protection has been violated.

VII. Personal data security conditions

1. The Administrator declares that it has taken all appropriate technical and organizational measures to safeguard personal data.
2. The Administrator has taken technical measures to secure the data storage facilities.

3. The Administrator declares that only persons authorized by it have access to the personal data.

VIII. Final provisions

1. The Administrator is entitled to change these conditions. It will publish the new version of the Privacy Policy on its website or send the new version of the Privacy Policy to the email address of the user provided by the User to the Administrator.

This policy shall take effect on 1. 11. 2023