

1. PERSONAL DATA PROTECTION

- 1.1. Operator, company **Prague Parking Assistance s.r.o.**, with its registered office at Bílkova 855/19, Staré Město, 110 00 Prague 1, Company ID 23949066, registered in the Commercial Register kept by the Municipal Court in Prague under file number C 435741, as the personal data controller, undertakes to proceed in the performance of its obligations under the Contract, in which it processes the personal data of the Customer, or the Customer's contact persons (hereinafter referred to as "**personal data**" a „**data subject**“), in accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation) and the relevant legal regulations on the protection of personal data, in particular Act No. 110/2019 Coll., on the processing of personal data, as amended.
- 1.2. The operator determines how and for what purpose personal data is processed.
- 1.3. Personal data means information relating to a specific natural person who can be identified on the basis of this information, or in conjunction with other information.
- 1.4. The personal data of data subjects are processed by the Operator to the extent necessary for the performance of its obligations under the Contract, these GTC, the exercise of its rights, the performance of legal obligations and related business communication.
- 1.5. The operator undertakes to process personal data in a manner that ensures appropriate security of personal data, including their protection using appropriate technical and organizational measures against unauthorized or unlawful access to personal data.
- 1.6. The operator confirms that it has adopted, complies with and regularly checks the measures necessary to ensure the protection of personal data, in particular against unauthorized and accidental access to personal data, their alteration, destruction or loss, unauthorized transfers, their other unauthorized processing, as well as other misuse of personal data.
- 1.7. The Operator undertakes to ensure that the Operator's employees or other persons who process the Customer's personal data maintain confidentiality regarding such personal data, even after the termination of their employment or other relationship on the basis of which they processed the personal data.

2. INFORMATION ON THE PROCESSING OF PERSONAL DATA

- 2.1. The table below shows what personal data, for what reason and for what purpose the Operator processes:

Personal data (categories and examples)	Purpose of processing	Legal basis for processing
<u>Identification and contact details</u> (especially name, surname, date of birth, address, e-mail and phone number).	<ul style="list-style-type: none">• negotiation and performance of the Contract and related communications,	<ul style="list-style-type: none">• Conclusion and performance of the Contract,• the Operator's legitimate interest in

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	<ul style="list-style-type: none"> addressing customers through direct marketing. 	<ul style="list-style-type: none"> ensuring communication with Customers, legitimate interest in addressing Customers through direct marketing.
<u>Vehicle data related to the provision of the Service</u> (license plate, vehicle location and parking time).	<ul style="list-style-type: none"> negotiation and performance of the Contract. 	<ul style="list-style-type: none"> conclusion and performance of the Contract.
<u>Data related to the handling of the complaint</u> (e.g. account number, data contained in the fine decision).	<ul style="list-style-type: none"> performance of the Contract. 	<ul style="list-style-type: none"> performance of the Contract.

- 2.2. Personal data is obtained directly from data subjects at the time of the Order, or subsequently when resolving a complaint.
- 2.3. The operator is obliged under certain circumstances to share the personal data of data subjects with third parties for the purposes specified above, or if this obligation arises from the relevant legal regulations. Such third parties include in particular:
 - administrative and similar authorities (financial authorities),
 - financial institutions (banks, insurance companies),
 - police, public prosecutor's office,
 - external advisors.
- 2.4. The operator shares information about the vehicle's license plate number and its location at the time of parking with the parking space operator.
- 2.5. The Operator may use external service providers. For the purpose of fulfilling their obligations, the Operator may transfer to them or they process certain personal data of data subjects for the Operator. In such a case, the external service providers are checked by the Operator and provide sufficient guarantees with regard to the confidentiality and protection of the personal data of data subjects. The Operator has concluded written contracts with all these providers for the processing or transfer of personal data, in which the external service providers have committed to the protection of personal data and compliance with the Operator's standards for the security of personal data.
- 2.6. Personal data of data subjects are not transferred outside the European Economic Area.

- 2.7. Personal data of data subjects are stored only for the period for which the Operator needs them to fulfill the purpose for which they were collected (see above), or to protect the legitimate interests of the Operator.
- 2.8. Under the conditions set out in generally binding legal regulations, the data subject may exercise all of the rights listed below:
 - the right to access personal data and to be provided with further information about the processing of personal data;
 - the right to correct incorrect and incomplete personal data;
 - the right to obtain personal data and transfer them to another controller;
 - the right to object to the processing of personal data;
 - the right to restrict the processing of personal data;
 - the right to erasure of personal data;
 - the right to withdraw the consent given to the processing of personal data;
 - the right to file a complaint with the supervisory authority (Office for Personal Data Protection).
- 2.9. In case of any questions or exercising rights, the data subject may contact the Operator via e-mail: support@parkingcard.cz.

3. CONFIDENTIALITY OF INFORMATION

- 3.1. The Customer is obliged to maintain the confidentiality of all facts communicated, transmitted or notified to him or which are otherwise known to him under or in connection with the Contract or under or in connection with the contractual relationship established by the Contract, in particular with regard to all facts relating to the Operator, its employees and the technical and organizational matters of the Operator, and the Customer undertakes not to disclose or notify such facts and information to third parties or to use them for his own benefit or for the benefit of a third party. These obligations shall remain in force even after the termination of the Contract concluded between the Customer and the Operator.
- 3.2. The obligation to maintain confidentiality pursuant to the previous paragraph of these GTC also applies to all facts that are subject to trade secrets in accordance with the provisions of Section 504 of the Civil Code, in particular to all facts of a commercial and technical nature, in tangible and intangible form, relating to the Operator, its know-how, technical solutions, strategic plans, and to all other facts relating to the Operator that have actual or at least potential material or intangible value for the Operator.