

## **TERMS AND CONDITIONS FOR THE PROTECTION OF PERSONAL INFORMATION**

of the public benefit organization, The City of Prague Museum (Muzeum hlavního města Prahy), with its official registered office at Kožná 475/1, 110 00 Prague 1, ID number: 00064432, for the sale of goods by means of an on-line e-shop located on the internet address [eshop.muzeumprahy.cz](http://eshop.muzeumprahy.cz)

### **1. FUNDAMENTAL PROVISIONS**

The City of Prague Museum (Muzeum hlavního města Prahy), a public benefit organization with its official registered office at Kožná 475/1, 110 00 Prague 1, identification no.: 00064432, declares that, in accordance with the Charter of the City of Prague Museum Public Benefit Organization issued by the Prague City Council and in accordance with the legal regulations valid and effective in the territory of the Czech Republic, particularly Act No. 250/2000 Coll. on the Budgetary Rules of Regional Budgets, Act No. 131/2000 Coll., on the Capital City of Prague, and Act No. 122/2000 Coll., on the Protection of Collections of Museum Character, (hereinafter as the “seller” or the “administrator”) sells goods by means of an on-line e-shop located at the internet address [eshop.muzeumprahy.cz](http://eshop.muzeumprahy.cz) and in connection with this, processes, in the sense of Regulation of the European Parliament and Council (EU) No. 2016/679 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 regulation on the protection of personal information) (hereinafter as the “Regulation” or “GDPR”), the following personal information:

- a) name, surname,
- b) e-mail address,
- c) telephone number,
- d) address/ registered office.

1.2. The contact information of the administrator is:

- a) address: Muzeum hlavního města Prahy, Kožná 475/1, 110 00 Prague 1,
- b) e-mail: [eshop@muzeumprahy.cz](mailto:eshop@muzeumprahy.cz),
- c) telephone: +420 778 497 147

1.3. The administrator has not appointed a commissioner for the protection of personal information.

### **2. SOURCES AND CATEGORIES OF PROCESSED PERSONAL INFORMATION**

2.1. The administrator processes personal information, which you have provided to him, or personal information, which the administrator obtained on the basis of filling your order.

- 2.2. The administrator processes your identification and contact information and information essential for the performance of the contract.
- 2.3. The administrator records and evaluates the anonymized movement of users on the web for the purposes of conducting marketing analyses and statistics.

### **3. LAWFUL REASONS AND PURPOSES FOR THE PROCESSING OF PERSONAL INFORMATION**

- 3.1. The lawful reasons for processing personal information are:
  - a) performance of the contract between you and the administrator according to Article 6 subsection 1 (b) of the GDPR,
  - b) the legitimate interest of the administrator to conduct direct marketing (in particular for sending commercial messages and newsletters) according to Article 6 subsection 1 (f) of the GDPR,
  - c) your consent to processing for the purposes of conducting direct marketing (in particular for sending commercial messages and newsletters) according to Article 6 subsection 1 (a) of the GDPR in connection with Section 7 subsection 2 of Act No. 480/2004 Coll., on Certain Services of Information Companies in Cases where No Orders of Goods and Services Were Made.
- 3.2. The purposes of the processing of personal information are:
  - a) processing of orders and other performance from the contract if a purchase contract is concluded between you and the seller; such processing of personal information is allowed under Article 6 subsection 1 (b) of the Regulation – processing is essential for the performance of the contract, and
  - b) sending of commercial messages and conducting of other marketing activities.
- 3.3. On the part of the administrator, automatic individual decision-making in the sense Article 22 of the GDPR does not occur.

### **4. INFORMATION STORAGE PERIOD**

- 4.1. The administrator stores personal information:
  - a) for the purposes of record-keeping of the contract and the potential future exercise and defense of the rights and obligations of the contracting parties; the storage and processing of personal information for the aforementioned purposes is for a period of 15 years from the realization of the last part of the performance according to the contract; such processing is possible on the basis of Article 6 subsection 1 (c and f) of the Regulation – the processing is essential for the fulfillment of legal obligations and for purposes of the legitimate interests of the administrator,

- b) for a period, prior to the rescinding of consent to the processing of personal information for marketing purposes, no longer than 5 years, if personal information are processed on the basis of consent.
- 4.2. After the storage period for personal information expires, the administrator will delete the personal information.

## **5. RECIPIENTS OF PERSONAL INFORMATION (SUBCONTRACTORS OF THE ADMINISTRATOR)**

5.1. Recipients of the personal information are persons:

- a) participating in the delivery of goods, services, realization of payments on the basis of the contract, the company Zásilkovna s.r.o., with its registered office at Lihovarská 1060/12, 190 00 Prague 9, identification number: 28408306,
  - b) providing services for the operation of the e-shop and other services in connection with the e-shop, the company eABM s.r.o., with its registered office at Kaprova 42/14, Staré Město, 110 00 Prague 1, identification number: 24276944.
  - c) providing marketing services.
- 5.2. The administrator does not intend to transfer the personal information to a third country (to a country outside of the European Union) or an international organization. Recipients of the personal information in third countries are providers of mailing services or cloud services.

## **6. YOUR RIGHTS IN CONNECTION WITH THE PROCESSING OF PERSONAL INFORMATION**

6.1. Under the conditions stipulated in the GDPR, you have the right to:

- a) access to your personal information according to Article 15 of the GDPR,
- b) correction of personal information according to Article 16 of the GDPR, or the limitation of processing according to Article 18 of the GDPR,
- c) deletion of personal information according to Article 17 of the GDPR,
- d) transferability of the information according to Article 20 of the GDPR,
- e) make an objection to the processing according to Article 21 of the GDPR.

6.2. You furthermore also have the right:

- a) to rescind consent to the processing in writing or electronically at the address or email of the administrator mentioned in cl. 3 of these terms and conditions,

- b) to submit a complaint to the Office for Personal Data Protection (Úřad pro ochranu osobních údajů) in the event that you believe that your rights to the protection of personal information have been violated, and
- c) at any time, to unsubscribe to distributed commercial messages and newsletters and this in any manner – e.g. by sending an e-mail or clicking on a link in the commercial message.

## **7. TERMS AND CONDITIONS FOR THE SAFEGUARDING OF PERSONAL INFORMATION**

- 7.1. The administrator declares that he has taken all appropriate technical and organizational measures for the safeguarding of the personal information.
- 7.2. The administrator has taken technical measures for the safeguarding of data storage and storage of personal information in paper document form, in particular passwords, encryption and backup.
- 7.3. The administrator declares that only person authorized by him have access to the personal information.

## **8. FINAL PROVISIONS**

- 8.1. By sending an order from the internet ordering form, you confirm that you are familiar with the terms and conditions for the protection of personal information and accept them in their entirety.
- 8.2. Agree to these terms and conditions by checking consent by means of the internet form. By checking consent, you confirm that you are familiar with the terms and conditions for the protection of personal information and accept them in their entirety.
- 8.3. The administrator is entitled to modify these terms and conditions. He will publish the new version of the terms and conditions for the protection of personal information on his internet site and at the same time send you the new version of these terms and conditions at your e-mail address, which you provided to the administrator.

These terms and conditions become effective on the date of October 1, 2023.