

Personal Data Processing Rules

Mountain Resort Buková Hora (www.skibukovka.cz)

In our company SKIPARK ČERVENÁ VODA s.r.o., Mlýnický Dvůr č. ev. 8, 561 69 Králíky, IČ: 62062026, we take the protection of your personal data seriously. The aim of the document "Personal Data Processing Rules" is to inform you about what personal data we process about you as the controller, on what legal grounds, for what purposes we use it, the period for which we store your data, which third parties may have access to your personal data.

These Personal Data Processing Rules are effective from 10.12.2025 and are drawn up in accordance with Regulation (EU) 2016/679, on the protection of natural persons with regard to the processing of personal data ("GDPR") and in accordance with other related legal regulations.

Our companies are operated by SKIPARK ČERVENÁ VODA s.r.o. (www.skibukovka.cz).

1.

What personal data do we process

We process your personal data that we have obtained from you when purchasing our products, using our services, using our websites, or when communicating with you. In this context, we may collect and process the following categories of personal data about you:

1.

Identification data. This includes, in particular, your name and surname, company ID and VAT number, if you are an entrepreneur.

2.

Contact data. This includes data that allows us to contact you, in particular, your contact address, delivery address, billing address, telephone number, e-mail address.

3.

Data about your orders. This includes data related to the use of our services, in particular, data about the goods and services you have ordered, their volume and type, method of delivery and payment, including the payment account number.

4.

Data about your behavior on the website. This is data that we collect about you, especially when using our website, and which is transmitted to us by your browser, in particular the type/version of the browser, the operating system used, the URL address

of the previously visited website, the name of the computer in the network (IP address), the time of login and use of our website.

5.

Data related to our communication with the customer. This is data arising from communication related to our services, both in personal communication, written or electronic communication.

6.

Camera recordings from the premises of the Buková Hora Mountain Resort. In order to protect our property and the safety of our employees and customers, we use camera systems in the premises of the Buková Hora Mountain Resort (entrance terminal to the cable car) and our restaurant facilities. The areas where the cameras are located are always properly and visibly marked with a notice.

1.

Why we process your personal data and what authorizes us to do so

As part of our services at the Buková hora Mountain Resort, we process your personal data on the basis of various legal grounds, depending on the purpose for which we use this data. These are the following legal grounds:

1.

Performance of the contract;

2.

Our legitimate interest;

3.

Consent; or

4.

Fulfillment of our legal obligations.

Your personal data is processed for the following purposes:

1.

Processing your order, providing the service and exercising the rights and obligations under the contract between us and the customer

In such a case, we process your identification data, contact data, data related to our communication with you and data about your orders. We process personal data for this

purpose on the basis of the reason for the performance of the contract and the provision of this personal data is mandatory and a condition for the provision of our services.

2.

Handling complaints and resolving damage incidents

In such a case, we process in particular identification data, contact data, data related to our communication with the customer and data about your orders. We process personal data for this purpose mainly on the basis of our legitimate interest.

3.

Sending regular information and other marketing communication about our services and products or about events of which we are a part

In this case, we process only the most necessary data about you to deliver information about our products or services by e-mail or SMS, this may include in particular an e-mail address and telephone number. We process personal data for this purpose based on our legitimate interest in the effective and targeted promotion of our products and services.

You can refuse the processing of personal data for the above purpose by raising an objection to the processing of your personal data.

4.

Improving our services

In this case, we process in particular Data about your behavior on the website. We process personal data for this purpose based on our legitimate interest in improving the quality of our services.

5.

Protection of our property, the property of our customers, ensuring the safety of our customers and employees

For this purpose, we process in particular camera recordings from the premises of the Buková hora Mountain Resort and the restaurant facilities operated by the administrator in the area. We process personal data for this purpose on the basis of our legitimate interest in protecting our property, the property of our customers and persons moving in the Kouty area, and ensuring the safety of our customers and employees.

6.

Fulfillment of our obligations set out in relevant legal regulations

In this case, we only process personal data to fulfil our obligations, in particular identification data, contact data or data about your orders. We process personal data for this purpose in order to fulfil legal obligations set out in relevant laws, in particular:

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Act No. 89/2012 Coll., Civil Code, as amended;

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Act No. 634/1992 Coll., on Consumer Protection, as amended;

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Act No. 235/2004 Coll., on Value Added Tax, as amended;

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Act No. 563/1991 Coll., on Accounting, as amended.

7.

Exercise of rights and legal claims

In this case, we only process personal data that is necessary to exercise our rights or legal claims (e.g. in the case of an unpaid claim from the customer), in particular identification data, contact data, data related to our communication with the customer and data about your orders. We process personal data on the basis of our legitimate interest.

In the cases mentioned above under letters 3, 4, 5, and 7, you have the right to object to the processing of your personal data (the right to object is described in more detail in Section VI, paragraph 6 below).

III. How long do we process your personal data?

Personal data is processed to the extent strictly necessary to fulfill the purposes described above and for the period necessary to achieve them or for the period directly stipulated by legal regulations. After that, personal data is deleted or anonymized. We process personal data for the following period:

1.

for the performance of the contract and for the exercise of rights and obligations in connection with the contract, including any complaints, resolution of damage events or related litigation, personal data is processed for the period strictly necessary, but not more than 10 years from the termination of the last contract or from the expiration of the warranty period if provided;

2.

for the purpose of sending commercial communications without consent, personal data is processed for a period of 3 years from the expiration of the last contract between us or until the objection is filed or you unsubscribe from receiving commercial communications;

3.

for the purpose of improving our services, we process personal data for a maximum of 6 months;

4.

to fulfill our legal obligations, we process personal data for the period specified in the relevant legal regulations (e.g. according to tax regulations for a period of 10 years from the issuance of the relevant documents for your order);

5.

to protect property and ensure security through camera recordings that we take on the premises of the Buková hora Mountain Resort, we process personal data for a maximum of 3 days from the date of taking the camera recording. In the event of a security incident, this period may be extended.

Who has access to your personal data

In connection with the execution of orders, delivery and delivery of goods, handling claims, complaints, or damage events or promoting the offer of products and services, we may provide your personal data to partner companies for the purpose of customer care or to advertising agencies for the purpose of producing and sending advertising materials.

We may also transfer personal data in connection with the fulfillment of our legal obligations or the protection of our interests, in particular to lawyers, auditors, tax advisors, accountants or IT systems management. Each such entity to which personal data is transferred is contractually obligated to protect your personal data in accordance with the legal provisions and to process it exclusively in accordance with our instructions.

We use the MailChimp platform of The Rocket Science Group LLC to send commercial communications, and personal data is transferred to the United States of America. The transfer takes place on the basis of the so-called Privacy Shield, i.e. a joint legal instrument of the European Commission and the United States of America to ensure an adequate level of protection of personal data for the transfer of personal data to the USA. More information about the Privacy Shield can be found here. (hypertext link to <https://www.privacyshield.gov/welcome>) The processing of personal data by MailChimp

is governed by its processing rules available here. (hypertext link to <https://mailchimp.com/legal/privacy/>)

1.

How we protect your personal data

The security of your personal data and other data is important to us. That is why we have taken all appropriate technical and organizational measures to secure it.

In order to protect your personal data, we have taken technical measures to secure data storage and storage of personal data in paper form. We use exclusively secure HTTPS protocols for data transmission from our website www.skibukovka.cz and only secure and encrypted email connections for electronic communication with you.

In addition to the above technical measures, we also ensure that only authorized persons have access to personal data, both in digital and paper form.

1.

What are your rights when processing your personal data

In relation to the processing of your personal data, you have the following rights:

1.

the right to access your personal data (Article 15 GDPR);

2.

the right to correct inaccurate or complete incomplete personal data (Article 16 GDPR);

3.

the right to erasure of your personal data (Article 17 GDPR);

4.

the right to restriction of processing of your personal data (Article 18 GDPR);

5.

the right to data portability (Article 20 GDPR);

6.

the right to object or complain to processing in certain cases (Article 21 GDPR);

7.

the right to lodge a complaint with the Office for Personal Data Protection (Article 77 GDPR).

If we process your personal data on the basis of your consent, you have the right to withdraw your consent at any time. Such withdrawal of consent will not affect the lawfulness of the processing of your personal data before the withdrawal of consent.

1.

Right to access personal data You have the right to be informed whether we are processing personal data about you and, where applicable, to access it and to information about how we process this data. We have already included information about how we process your personal data in this document “Privacy Policy”, however, this does not deprive you of the right to request this information again. You can also ask us for a copy of your personal data. Please note that we will send you the first copy of your data free of charge, each subsequent copy will be for a small fee.

2.

Right to rectification

We do everything possible to process accurate personal data. If you find that we are processing inaccurate personal data about you, we will correct or supplement your data based on your request.

3.

Right to erasure In certain cases set out in Article 17 of the GDPR, you have the right to have your personal data erased. Please note that even if one of these reasons applies, we will not be able to erase personal data if their processing is necessary for the fulfillment of our legal obligations or for the exercise and defense of our rights.

4.

Right to restriction of processing

In the cases referred to in Article 18 of the GDPR, you can also ask us to restrict the processing of your personal data for a certain period of time.

5.

Right to data portability You also have the right to ask us for your data if you want to transfer it to another personal data controller. You can exercise this right to data that we have obtained from you based on your consent or based on the performance of a contract. This right can only be exercised against personal data that we process automatically in our electronic databases.

6.

Right to object to the processing of personal data If we process your personal data based on our legitimate interest (e.g. for the purpose of sending advertising information

about our products and services), you have the right to object to this processing. In such a case, we may not further process your personal data unless we demonstrate an overriding legitimate interest in processing them. We may continue to process your personal data if our interest in processing them outweighs any negative impacts on you. If personal data is processed for the purpose of sending advertising information about our products and services, we will terminate the processing without undue delay after receiving your objection. In such a case, we will no longer be able to inform you about offers about our products and services.

7.

Right to file a complaint with the Office for Personal Data Protection If you believe that we are processing your personal data in violation of legal regulations and you have not been able to obtain redress by exercising the above rights, you have the right to file a complaint with the Office for Personal Data Protection (uouu.cz) at any time.

Exercise of your rights

You can request the exercise of your rights by sending a written request to our address SKIPARK ČERVENÁ VODA s.r.o., Mlýnický Dvůr č. ev. 8, 561 69 Králíky, IČ: 62062026 or by e-mail sent to eshop@skibukovka.cz. We will process your request without undue delay, but no later than within one month. In exceptional cases, especially due to the complexity of your request or a high number of such requests, we are authorized to extend this period by another two months. In such a case, we will inform you of the extension and its reasons. In the interest of the security of your personal data and preventing unauthorized persons from accessing your personal data, we may verify your identity in an appropriate manner.

VII. Rules for the use of cookies

In order to improve the services provided to customers, our websites use cookies. Cookies are small text files that websites store on your computer or mobile device when you start using these sites and help in particular:

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to ensure the correct functionality of the website so that the purchase process can be completed with the least possible difficulty;

-

to remember customers' login details so that they do not have to enter them every time;

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to determine which pages and functions customers use most often;

-

to measure the traffic to our sites;

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to determine which advertisements customers view most often, so that they do not see the same advertisement over and over again while browsing the sites, or to prevent them from seeing advertisements for goods or services they are not interested in.

If your browser allows the use of cookies, we will assume that you agree to the use of standard cookies by our servers.

Cookies collect certain information, in particular Data about your behavior on the website. The validity/functionality of cookies expires either at the end of the Internet session (after disconnecting the device from the site/internet) or after a certain limited period of time. However, data about your behavior on the website is anonymized for your maximum privacy, and therefore we cannot assign it to a specific user, i.e. a specific person.

What cookies do we use:

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Short-term so-called "session cookies" which are only temporary and remain stored on the customer's computer only until the end of the browser session;

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long-term so-called "persistent cookies", which remain stored on the customer's device much longer or until they are manually deleted.

Analytical and advertising cookies

For the purpose of improving our services and better targeting, we use tools to analyze the use of our websites and to personalize ads. For this purpose, we use cookies provided by a third party, namely Google, which provides the Google Analytics Premium service (including marketing functions) and Google AdWords.

Google will use the information for the purpose of evaluating the use of our website and creating reports on its activity (intended for our internal needs) and for the provision of other services related to activities on our website and use of the Internet in general. The information from these cookies is also used for advertising purposes,

when, for example, advertising for our services and on third-party websites may be displayed to you based on this data.

The information generated by the cookie about the use of the website, including your IP address, is anonymized. This information is not linked to other information in any way,

and so we cannot identify you based on it. You can find out more about how Google processes cookie data here.

Most standard browsers automatically accept cookies by default. You can use your browser to refuse cookies, delete them, or set the use of only some cookies. For more information about the use and management of cookies, you can use the help in your browser or you can visit the following links, depending on the browser you are using:

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Internet Explorer

-

Chrome

-

Mozilla

-

Safari

VIII. Final Provisions

1.

We may unilaterally change these Personal Data Processing Rules, but we will do so only in necessary cases and we will always inform you about it. We will also publish the new version of the Rules on our website.

2.

If you have any questions regarding personal data protection, you can contact us by email at eshop@skibukovka.cz or in writing at the above-mentioned address of our registered office.