

Booking.EdenredBenefity by CatchHotels.com s.r.o.

Privacy Policy - Information on processing of personal data

Last updated on 07.10.2025

1. Information about the personal data

- 1.1. The personal data controller, CatchHotels.com s.r.o., ID No.: 178 70 771, with its registered office at Na Poříčí 1041/12, Nové Město, 110 00 Prague 1, registered in the Commercial Register maintained by the Municipal Court in Prague, under file mark C 378119 (hereinafter referred to as the “**Controller**”), declares that all personal data processed by the Controller are strictly confidential. The Controller handles them in accordance with national and European Union legislation applicable in the field of personal data protection.
- 1.2. The controller collects, stores, and uses your personal data in accordance with Act No. 110/2019 Coll. on the processing of personal data (hereinafter referred to as the “Personal Data Processing Act”), and Regulation (EU) 2016/679 of April 27, 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 (hereinafter referred to as the “**GDPR**”). The specific purposes for which the controller processes personal data are further defined below.
- 1.3. The controller collects this personal data through its website at www.booking.edenredbenefity.cz (hereinafter referred to as the “**website**”).
- 1.4. This policy is issued by the controller to ensure that you are sufficiently informed about what personal data controller processes about you, for what purpose, for how long, who will have access to your personal data and what your rights are. This policy applies to all personal data collected by the controller, whether collected for the purpose of fulfilling a contractual relationship, a legal obligation, a legitimate interest, or consent.

2. Processed data

- 2.1. The controller is entitled to process the following personal data according to purpose, according to categories of personal data, according to categories of data subject, according to categories of recipients and according to retention period as follows.

n.	Purpose of processing	Legal title	Category of personal data	Category of the data subject	Category of recipients	Period of retention
1	User registration - for processing individual orders	Fulfilling contractual relationship with user	Email address	Web users	Controller	Duration of active user account

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n.	Purpose of processing	Legal title	Category of personal data	Category of the data subject	Category of recipients	Period of retention
2	User registration - for processing individual orders	Fulfilling contractual relationship with user	First and last name of the user	Web users	Controller	Duration of active user account
3	User registration - for processing individual orders	Fulfilling contractual relationship with user	Email address	Web users	Controller	Duration of active user account
4	User registration - for processing individual orders	Fulfilling contractual relationship with user	Telephone number	Web users	Controller	Duration of active user account
5	User registration - for processing individual orders	Fulfilling contractual relationship with user	Address of residence	Web users	Controller	Duration of active user account
6	Order analysis	Fulfilling contractual relationship with user	Personal and time data to the ordered service	Web users	Controller	4 years

2.2. The individual purposes of processing are:

2.2.1. **performance of a contractual relationship** means: the relationship between you and the controller arising from an order, registration, a contract, an application and participation in a competition, etc.;

2.2.2. **sending commercial communications and offering products and services** means: sending commercial offers, namely by electronic mail (e-mail), by short text messages or by telephone call;

2.2.3. **accounting and tax purposes** means: accounting records as defined by accounting and tax legislation;

2.2.4. **personnel, payroll** means: conclusion of employment contracts, processing of wages, payment of social and health insurance in accordance with Act No. 262/2006 Coll., Labour Code, No. 582/1991 Coll. on the organisation and implementation of social security, No. 48/1997 Coll. on public health insurance and on amending and supplementing certain related laws;

2.2.5. **statistical purposes** means: anonymised survey of website traffic, as well as monitoring of the number of page

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views, time spent on the website, type of device from which you access the website. We collect data in order to improve the services provided and offer relevant content to our clients;

2.2.6. **displaying advertisements** means: displaying advertisements on the website based on statistically determined customer preferences;

2.2.7. **legitimate interest means:** effective defence in the event of a dispute; the period of processing of personal data in such case is 4 years from the use of the service and is extended by the period during which the dispute is conducted. We want to continuously improve our services and, where appropriate, provide new and better services; we want to avoid obstructing such activities; therefore, activities that contribute to this objective are our legitimate interest. Processing for the purposes of fraud prevention (e.g. assessing the risk of entering into a contract), direct marketing (e.g. offering relevant services to existing customers), transferring personal data within the group of companies for internal administrative purposes, notifying criminal offences and transferring personal data to the competent authority, ensuring network and information security are also legitimate interests. This list is only exemplary;

2.2.8. **compliance with other legal obligations** means: providing information to law enforcement authorities, providing information to other public authorities, etc.

We process your personal data for the time necessary to ensure all rights and obligations arising from mutual legal dealings, at least for the period of order processing, execution of the transaction, installation of the service, etc., as well as for the period for which the controller is obliged to store personal data under generally binding legal regulations or for the period for which you have given your consent to the controller. Otherwise, the processing period results from the purpose for which the personal data are processed or is determined by legal regulations.

2.3. Personal data are processed manually and automatically by the controller. The controller is entitled to process certain information automatically, for example, to generate statistical information about the traffic to its website.

3. **Personal data processed on the basis of consent**

3.1. If we have obtained your consent to process your personal data, it is for one of the following purposes:

3.1.1. Marketing purposes - to exclude the email address used from receiving promotional communications and other uses according to point 5 below.

4. **Rights of the data subject**

4.1. As a data subject, you have the following rights under the law, which you can exercise at any time. These are:

4.1.1. **the right of access to personal data**, under which you have the right to obtain information from the controller about whether controller processes your personal data. The controller is obliged to provide you with this information without undue delay. The content of the information is determined by Article 15 of the GDPR. The controller has the right to demand a reasonable fee for providing the information, not exceeding the costs necessary to provide the information;

- 4.1.2. **the right to rectification or erasure of personal data, or restriction of processing**, whereby you have the right to have personal data rectified that is inaccurate or incorrect. If your personal data is no longer necessary for the purposes for which it was collected or is being processed unlawfully, you have the right to request its erasure. If you do not want to request the erasure of personal data, but only to temporarily restrict their processing, you may request the restriction of processing;
- 4.1.3. **the right to request an explanation** if you suspect that the processing of personal data by the controller is in breach of the law;
- 4.1.4. **the right to contact the Office for Personal Data Protection** in case of doubts about compliance with the obligations related to the processing of personal data;
- 4.1.5. **the right to data portability**, i.e. the right to obtain personal data concerning you, which you have provided to controller, in a structured, commonly used and machine-readable format, for more details see. Article 20 of the GDPR;
- 4.1.6. **the right to object to the processing of personal data** which are processed for the purposes of carrying out a task carried out in the public interest or in the exercise of official authority or for the purposes of protecting the legitimate interests of the controller. The controller shall terminate the processing without undue delay unless it demonstrates that there is a legitimate interest/reason for the processing which overrides your interests, rights or freedoms;
- 4.1.7. **the right to withdraw consent to the processing of personal data** at any time if you have given your consent to the controller processing your personal data.

5. Cookies

- 5.1. Cookies are short text files that a website sends to your browser. They allow the website to record information about your visit, such as your chosen language and so on, your next visit to the site can be easier and more enjoyable. Cookies are important because without them, browsing the Internet would be much more difficult. Cookies allow us to make better use of our website and to adapt its content to your needs; almost every website in the world uses them. Cookies are useful because they increase the user-friendliness of the website when you visit it repeatedly.
- 5.2. The following types of cookies may be used by the website controller:
 - 5.2.1. Session (i.e. temporary) cookies allow us to link your individual activities while you browse this website. These cookies are activated when you open your browser window and deactivated when you close your browser window. Session cookies are temporary and all these files are deleted when you close your browser.
 - 5.2.2. Persistent cookies help us to identify your computer when you revisit our website. Another advantage of persistent cookies is that they allow us to tailor our website to your needs.
- 5.3. In accordance with the provisions of § 89 (3) of Act No. 127/2005 Coll., on electronic communications, as amended, we hereby inform you that our website uses cookies for its operation, i.e. that we process your cookies, including persistent ones.
- 5.4. Internet browsers usually contain cookie management. Within the settings of your browser, you can delete, block or completely disable the use of individual cookies manually. For more information, please use your browser help. If you do not allow the use of cookies, some features and pages may not work as they should.

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5.5. We use cookies to personalise content and ads, provide social media features and analyse our traffic. We share information about how you use our website with our social media, advertising and analytics partners. By using the website, you consent to the following services by linking:

- 5.5.1. Google and their advertising services
- 5.5.2. Facebook and their advertising services
- 5.5.3. Seznam.cz and their advertising services
- 5.5.4. Microsoft and their advertising services

5.6. Due to the display of targeted advertising within advertising and social networks on other websites we pass on to these advertising and social networks data about your behaviour on the web; however, we do not pass on to them your identifying information.

6. Information on the provision of data to third parties

- 6.1. The Controller processes personal data through its own staff as a personal data controller for simultaneous provision of technical, organisational and staffing measures that guarantee a high level protection and security of users' personal data.
- 6.2. The controller transfers personal data in the course of its activities to third parties where it imposes an obligation to do so the law against government departments and contractors for the purpose of performing the contract to the extent stated point 2 and in accordance with the contract for the processing of personal data with third parties.
- 6.3. Personal data is transferred to third countries, depending on the location of the accommodation portal operator to Booking.com B.V. (<https://www.booking.com/content/legal>), The Netherlands to which they are personal data transmitted on the basis of the user's choice of accommodation using the Service.

7. Information and questions

- 7.1. This information is available, among other things, on the website of the controller of the Privacy policy (booking.edenredbenefity.cz/en). Any further questions about the protection and processing of personal data, as well as your rights arising from the protection and processing of personal data may be asserted electronically by the data subject against the controller via message to email: info@dovolena-za-benefity.cz, controller's data boxes: xb9t4cj, by phone: +420725538448 or in writing at the controller's registered office address: Na Poříčí 1041/12, Nové Město, 110 00 Prague 1.