

Privacy Policy

This Privacy Policy describes how we collect, process, share, and protect your personal data in connection with the operation of the Charles Bridge Audio Guide website (hereinafter referred to as the "website") and the provision of our services (sale of digital audio guides).

1. Identification and Contact Details of the Controller

The controller of your personal data pursuant to Regulation (EU) 2016/679 of the European Parliament and of the Council (GDPR) and applicable Czech legal regulations is:

- First name and last name: Lukáš Nývlt [cite: 1]
- Registered office / Address: Havlovice 155, 542 32 Havlovice, Czech Republic [cite: 1]
- Business Identification Number (IČO): 19941307 [cite: 1]
- Legal form: Natural person doing business under the Trade Licensing Act
- Contact email for inquiries and exercise of rights: Charlesbridgepass@gmail.com [cite: 1]

2. What Personal Data We Collect

Depending on how you use the website and whether you purchase our product, we may process the following categories of personal data:

- Identification and contact details: Primarily your email address [cite: 1], as well as any name or billing details necessary to process the transaction.
- Transaction and payment details: Details regarding the purchased audio guide, date and time of the transaction, and payment status. We do not process or store credit card numbers or sensitive payment data – these details are managed exclusively by the payment gateway.
- Technical and operational data: IP address, device and browser information, and access timestamps.

3. Purposes of Processing and Legal Basis

We process your personal data only for pre-determined and lawful purposes:

- Performance of a purchase contract (provision of service): Processing your data is necessary to deliver the purchased digital content (audio guide) and handle any customer support or complaints [cite: 1]. The legal basis is Article 6(1)(b) of the GDPR.
- Compliance with legal obligations: Particularly bookkeeping, issuing, and archiving tax documents pursuant to Czech tax and accounting regulations [cite: 1]. The legal basis is Article 6(1)(c) of the GDPR.
- Legitimate interests and service improvement: Ensuring website security, fraud prevention, and traffic analysis to improve user experience [cite: 1]. The legal basis is Article 6(1)(f) of the GDPR.

4. Recipients of Personal Data (Who Has Access)

Your personal data is strictly protected. We do not sell it or pass it on to unauthorized third parties. Access to data is restricted to verified processors and partners who assist us in operating our website and business:

- Payment gateway and billing provider: Stripe (processing payments and generating transaction documents directly within the checkout process) [cite: 1].
- Web platform and hosting provider: Macaly platform, which ensures the technical operation and infrastructure of the website [cite: 1].
- Public authorities: In cases where we are required to do so by generally binding legal regulations (e.g., the Financial Office).

5. Retention Period of Personal Data

We store personal data only for the period strictly necessary to fulfill the purpose for which it was collected:

- For the duration of the contractual relationship and the fulfillment of obligations arising therefrom [cite: 1].
- After the termination of the contractual relationship, we store necessary accounting and tax documents for the period stipulated by applicable legal regulations (e.g., pursuant to the Accounting Act and VAT Act, typically 5 to 10 years from the end of the tax period) [cite: 1].

6. Data Subject Rights (Your Rights)

In connection with the processing of your personal data, you have the following rights under the

GDPR, which you can exercise via our email address Charlesbridgepass@gmail.com [cite: 1]:

- Right of access: You have the right to obtain confirmation as to whether or not we process your personal data, and if so, what data is processed and how [cite: 1].
- Right to rectification: You have the right to request the correction of inaccurate personal data without undue delay, or the completion of incomplete data [cite: 1].
- Right to erasure ("right to be forgotten"): You can request the deletion of your personal data in cases where it is no longer needed for the purposes for which it was collected, you withdraw consent, or another legal basis has lapsed [cite: 1].
- Right to restriction of processing: You can request that we restrict the processing of your data (e.g., while verifying its accuracy) [cite: 1].
- Right to data portability: You have the right to receive your personal data in a structured, commonly used, and machine-readable format.
- Right to object: You have the right to object to the processing of data carried out based on our legitimate interest.
- Right to lodge a complaint: If you believe that the processing of your data violates the GDPR, you have the right to lodge a complaint with a supervisory authority, which in the Czech Republic is the Office for Personal Data Protection (Úřad pro ochranu osobních údajů, pplk. Sochora 27, 170 00 Prague 7, www.uoou.cz) [cite: 1].

7. Contact

For any questions, comments, or exercise of your rights regarding personal data protection, you can contact us at any time at: Charlesbridgepass@gmail.com [cite: 1].