

Information for Visitors of Our Website www.skalnimlyn.cz and the Skalní Mlýn Hotel

By granting consent to the processing of personal data, you authorize the company S.M.K., a.s., with its registered office at Skalní mlýn 96, 678 01 Blansko, Company ID: 49432036, registered in the Commercial Register maintained by the Regional Court in Brno, Section B, Insert 1081 (hereinafter referred to as the “Controller”), to process your personal data in accordance with Regulation (EU) 2016/679 (GDPR) on the protection of personal data.

1) Information You Provide:

- is received and stored
- includes information entered on our website or provided in any other way
- providing any information is voluntary (except in cases where otherwise stated)
- if you choose not to provide certain information, we may not be able to respond to your inquiries or requests (in such cases, you may not be able to use some or most of our services)
- the information we collect from you includes, in particular, mandatory data required by Act No. 326/1999 Coll., on the Residence of Foreign Nationals in the Czech Republic, as amended, and Act No. 565/1990 Coll., on Local Fees, as amended (name, surname, date of birth, nationality, permanent residence abroad, passport and visa number)

2) Personal Data Provided on Behalf of Another Person:

- if entering data on behalf of another person, that person must authorize you to input their personal data into the system, and the information provided must be accurate and correct
- if we suffer any loss or damage as a result of your failure to comply with this obligation, we are entitled to seek compensation from you

3) Automatic Information:

- this information is received and, in certain cases, evaluated
- if you use a mobile device, we may collect data identifying the device, details about the type of device, its settings and characteristics, location data, application crashes, or other system activity

4) Email Communication:

- if you provide your email address, we may use it to send advertising or marketing materials
- each email you receive will include the option to opt out of such content
- if you have any questions or concerns, please don't hesitate to contact us at: info@skalnimlyn.cz

5) Information from Other Sources:

- to improve our services, we may obtain information from other sources and combine it with the data we already have about you (e.g., to provide recommendations or special offers that may interest you)
- we may share existing information with third parties in the context of providing services, entering into or fulfilling contracts, or responding to inquiries or requests
- we also use third-party service providers to process payments between the booker and the accommodation (these providers share payment details so we can manage your reservations and ensure everything is in order)

Our company collects and uses your personal data in order to fulfill legal obligations, conclude and fulfill accommodation contracts, conduct marketing activities, market research, ensure the security and reliability of services, and improve our services.

We share or transfer your data to third parties such as data processors, payment service providers, other financial institutions, competent authorities, or business partners.

To collect information from you, we may use tracking tools such as cookies or web beacons. We collect user information during their use of this website. The aforementioned methods may also be used by third parties to collect data on our behalf.

In accordance with European Union data security laws, appropriate procedures are in place to prevent unauthorized access to or misuse of personal data.

Your personal data is stored only for the period necessary (primarily for fulfilling the concluded contract and legal obligations). It is also retained for archiving purposes (and for any claims that may arise from the contract even after its termination).

You always have the right to access your personal data that we store. You can request an overview of this data by sending an email to: info@skalnimlyn.cz

You may also contact us if you believe the personal data we hold about you is incorrect, if you believe we are no longer authorized to use your personal data, or if you have any other questions regarding the use of your personal data or this Privacy Policy.