

Czechia Tours – Privacy Notice & Cookies Policy (EN)

Website copy template

Effective date: 9 January 2026

1. Privacy Notice (Information on Processing of Personal Data)

This Privacy Notice explains how [Czechia Tours Prague s.r.o.] ("Czechia Tours", "we", "us") processes personal data in connection with our website and travel services.

1.1 Controller (who we are)

Controller: [Czechia Tours Prague s.r.o.]

Registered address: [Stupešice 23, Běhařovice 67140, Czechia]

Company ID (IČO): [21862966]

E-mail: [info@czechia-tours.cz]

Phone: [+420 606 095 115]

1.2 What personal data we process

Depending on your interaction with us, we may process:

- **Identification & contact details:** name, surname, nationality, e-mail, phone, address.
- **Travel/booking details:** travel dates, itinerary and preferences, pick-up/drop-off locations, accommodation preferences, special requests.
- **Identification documents (only if needed):** passport/ID number and validity, or other details required by suppliers or law (e.g., hotel registration).
- **Invoicing & payment information:** billing details, transaction references, payment status (we do not store full card details; these are handled by the payment provider).
- **Communication:** messages and correspondence (e-mail, forms, chat), call notes.
- **Website data:** IP address and technical identifiers, cookie IDs (see Cookies Policy).

Special categories of data (sensitive data): Only if you choose to provide it (e.g., mobility needs, health-related assistance, allergies/dietary requirements). We process it only to arrange the requested services and typically based on your explicit consent.

1.3 Where we get your data

- Directly from you (forms, e-mails, calls, bookings).

- From your travel advisor/agency or group organizer (if they book on your behalf).
- From our website and technology providers (cookies/analytics, server logs).

1.4 Why we process your data and legal bases

We process your data for the following purposes:

1. Handling inquiries and preparing offers

Legal basis: steps prior to entering into a contract / contract.

2. Providing travel services (bookings, reservations, tour operations, customer support)

Legal basis: contract performance.

3. Payments, invoicing, accounting and tax duties

Legal basis: legal obligation.

4. Customer care, complaints, protecting our legal rights, and service quality

Legal basis: legitimate interest.

5. Marketing communication (newsletter / offers)

Legal basis: consent (where required). You can unsubscribe anytime.

We do not use automated decision-making or profiling that produces legal (or similarly significant) effects.

1.5 Who we share data with (recipients / processors)

We share personal data only as needed to deliver the services, for example with:

- Travel suppliers: accommodation providers, transport providers, guides, activity providers.
- IT & admin providers: website hosting, e-mail services, CRM, cloud storage, accounting tools.
- Payment providers: to process card/bank payments (we receive confirmation and transaction reference).
- Authorities: if required by law.

1.6 International transfers (outside the EEA)

Some suppliers/IT providers may process data outside the EEA. Where applicable, transfers are protected by appropriate safeguards (e.g., EU Standard Contractual Clauses).

1.7 How long we keep your data (retention)

We keep data only as long as necessary:

- Inquiries without booking: typically 12–24 months after last contact.
- Bookings / tour operations: for the duration of the contract and a reasonable period thereafter for customer service and potential claims (typically up to 4 years, unless longer is needed).
- Accounting & tax documents: typically 10 years (or longer if required by law).
- Marketing: until you withdraw consent/unsubscribe.

1.8 Your rights

- Access your personal data.
- Rectify inaccurate data.
- Erase data (where applicable).
- Restrict processing (where applicable).
- Data portability (where applicable).
- Object to processing based on legitimate interest.
- Withdraw consent at any time (if processing is based on consent).

To exercise your rights, contact: [privacy@czechia-tours.com]

1.9 Supervisory authority (Czech Republic)

You can lodge a complaint with:

Office for Personal Data Protection (ÚOOÚ)

Pplk. Sochora 27, 170 00 Praha 7, Czech Republic

E-mail: posta@uouu.gov.cz

1.10 Security

We use appropriate technical and organizational measures to protect personal data against unauthorized access, loss, misuse, or alteration.

1.11 Cookies

We use essential cookies to ensure the website works, and (only with your consent) analytics/marketing cookies. Details are in our Cookies Policy.

1.12 Updates

We may update this Privacy Notice. The latest version is always published on this page with an effective date.

2. Cookies Policy

This Cookies Policy explains what cookies and similar technologies are, how we use them, and how you can manage your preferences.

2.1 What are cookies and similar technologies?

Cookies are small text files stored on your device. Similar technologies include pixels/SDKs and other identifiers that store or access information on your device.

2.2 Legal basis

- Strictly necessary cookies: used to provide the service you request (no consent required).

- All other cookies/trackers (analytics, marketing, etc.): used only if you give prior consent via our cookie banner/settings (opt-in; no pre-ticked boxes).

2.3 Types of cookies we may use

A) Strictly necessary cookies

- Used for core website functionality (security, load balancing, session management, language settings).

B) Preferences cookies (optional)

- Remember your choices (e.g., language, region) to improve your experience.

C) Analytics cookies (optional, consent-based)

- Help us understand website usage and improve content (aggregated statistics).

D) Marketing cookies (optional, consent-based)

- Used to measure campaign performance and personalize ads on third-party platforms.

2.4 Cookie list

We maintain a cookie list in [Cookie Settings] (cookie banner) where you can see the current cookies, providers, purposes, and durations.

2.5 How to change or withdraw consent

You can change/withdraw your consent anytime via [Cookie Settings] on our website. Withdrawing consent does not affect the lawfulness of processing before withdrawal.

You can also manage cookies in your browser settings (blocking/deleting cookies). Note that disabling necessary cookies may affect website functionality.

3. Short form texts (EN)

3.1 Contact / inquiry form (no marketing)

Privacy: By submitting this form, you acknowledge that we will process your personal data to respond to your request and, if applicable, prepare an offer, as described in our Privacy Notice.

3.2 Newsletter checkbox (marketing – consent)

I would like to receive e-mails with travel inspiration and offers from Czechia Tours. I understand I can unsubscribe at any time.

3.3 Special requests (sensitive data – explicit consent, optional)

I consent to Czechia Tours processing the health-related information I provide (e.g., mobility needs/allergies) solely to arrange the requested travel services.