

PRIVACY POLICY

pursuant to Regulation (EU) No 2016/679 of the European Parliament and of the Council of 27 April 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 also referred to as "GDPR").

Dear Customers, in accordance with the GDPR, this policy contains the most important information about your personal data processed by **Infinite X Prague s.r.o.**, with registered office at Národní 63/26, Postal Code: 110 00, Prague 1 - Nové Město, Czech Republic, ID No.: 117 40 418, registered by the Municipal Court in Prague under file number C 353772 (hereinafter referred to as "**Infinite X Prague s.r.o.**").

The purpose of this policy is to inform you about the processing of personal data that occurs in connection with your visit to our website available at the following addresses:

<https://flyvista.cz>,

<https://levelsprague.com>,

www.backintimeprague.cz,

www.houseoffunprague.cz,

in connection with the provision of our newsletter and in connection with our marketing activities, including contests, advertising, discounts and similar promotions (hereinafter referred to as "**Services**"), as well as certain other cases of processing of your personal data that may occur during your visit to Fly Vista, Levels Prague and Back in Time located at the premises of Máj Národní at Národní 63/26, Postal Code: 110 00, Prague 1 - Nové Město (hereinafter collectively referred to as "**Our premises**").

Please note that depending on the nature of the Services you use, special personal data processing policies may apply to you and will be duly communicated to you where applicable.

1. IDENTIFICATION OF THE DATA CONTROLLER

1.1. Personal data controller

The controller of your personal data is **Infinite X Prague s.r.o.** ("**Data Controller**" or "**we**").

1.2. Role of the data controller

The Data controller has entered into several data processing and service contracts with service providers, which technically enables you to use our website.

1.3. Purpose of processing personal data

The Data controller processes your personal data according to your choice for the following purposes:

- a. subscribing to the newsletter in order to receive the newsletter;
- b. marketing activities, including analysis of your use of services at Our premises, as set out in more detail in Article 5 of this Policy, and to provide you with relevant offers and competitions;
- c. advertising and sending communications about events held at Our premises, sending discount vouchers to Our premises, making bookings for our services and communicating about bookings;
- d. improving its services;
- e. taking care of you as a customer.

2. METHODS OF COLLECTING PERSONAL DATA

2.1. We collect your personal data in the following ways:

- a. directly from you, or
- b. based on your use of the Services when using the website and your consent to the use of cookies, we collect the cookies you receive as detailed in the cookies tab.

For details on the processing of your personal data, please refer to the table set out in Article 5 of this Policy.

3. SHARING OF PERSONAL DATA

3.1. Sharing of personal data

We may share your personal information with:

- a. our processors who act according to our instructions;
- b. relevant authorities or legal entities to fulfil legal or regulatory requirements;
- c. acquirers in the event of a sale or transfer of our assets or a portion thereof;
- d. with our insurers, lawyers, auditors, tax advisors, and other consultants;
- e. courts for enforcing claims and protecting our legal position; and
- f. partners who provide services on our websites, with these services subject to the partners' terms of use and privacy policies.

4. DATA PROTECTION

4.1. Data security

The security of all personal data we process is our priority. For this reason, we have put in place appropriate technical and organisational measures and carefully select our service providers, consultants and business partners.

4.2. Personal data processing contracts with our providers

We have entered into data processing agreements with each of our service providers to the extent required by applicable law and have verified their technical and organisational measures. These companies are only authorised to process your personal data in accordance with our instructions.

5. INFORMATION ON THE PROCESSING OF PERSONAL DATA

5.1. Newsletter/website/marketing activities including competitions and discounts

The following table details the following information:

- a. the purpose of processing personal data;
- b. the legal basis for the processing of personal data;
- c. the personal data concerned which we process for the purpose; and
- d. the retention period of the personal data concerned.

Purpose of processing personal data	Legal reason processing personal data	Personal data concerned	Retention period
Provision of our newsletter	Your consent	OBTAINED DIRECTLY FROM YOU: Your e-mail	5 years since your last use of our services or last digital contact
		OBTAINED INDIRECTLY: Information regarding your activity towards the newsletter (whether and how	

Purpose of processing personal data	Legal reason processing personal data	Personal data concerned	Retention period
		many times you have opened it)	
Participation in customer competitions and sending follow-up marketing communications based on your consent	Performance of the contract relating to the competition	OBTAINED DIRECTLY FROM YOU: Your name and surname, date of birth and personal data related to the competition, i.e. data about your activity in the competition	1 month from the announcement of the winner
	Your consent	Your name and surname, your e-mail,	5 years from the date of your consent
Providing discounts and, in connection with this, sending communications about events held at Our premises and other marketing promotions	Your consent	OBTAINED DIRECTLY FROM YOU: Your name and surname, your e-mail, your country of origin	5 years from the date of your consent
Making bookings for our services and communicating about bookings and sending follow-up marketing communications based on your consent	Performance of the booking contract and, where applicable, your consent	OBTAINED DIRECTLY FROM YOU: Your name and surname, your e-mail, your phone number	Until your booking is processed or 5 years from the date of your consent
Taking care of you in case of your participation in events held at Our premises and in connection with this sending you	Your consent and the Data controller's legitimate interest in managing events on Our premises and	OBTAINED DIRECTLY FROM YOU: Your name and surname, Your e-	6 months after the event

Purpose of processing personal data	Legal reason processing personal data	Personal data concerned	Retention period
communications about events held at Our premises	ensuring their safe conduct	mail, Your phone number	
Analysis of the services you use with a view to improving them	Legitimate interest of the Data Controller in the processing of personal data for the purpose of direct marketing, advertising and service improvement	OBTAINED DIRECTLY FROM YOU: Any information you provide to us	5 years since your last use of our services or last digital contact
		OBTAINED INDIRECTLY: On the basis of your consent, your behaviour on the website in accordance with the cookie policy, your use of our wi-fi network and the relevant date you logged on to that network	
Handling customer requests regarding the processing of personal data	Compliance with the legal obligations of the Data Controller	OBTAINED DIRECTLY FROM YOU: Your e-mail, your name and surname, in some cases a copy of your identity card	5 years from the date of receipt of your application
Enforcement of legal claims by the Data Controller	Legitimate interest of the Data Controller in its legal protection	Your personal data required for the claim	The statutory time limit applicable to the claim

Purpose of processing personal data	Legal reason processing personal data	Personal data concerned	Retention period
Online ticket sales for Fly Vista viewpoint and the Back in Time entertainment centre	Performance of the sales contract	Your name and surname, Your e-mail and your phone number	5 years from the date of your purchase of the ticket

6. YOUR RIGHTS IN RELATION TO YOUR PERSONAL DATA

6.1. Your rights

Under applicable law, you have different rights in relation to the processing of your personal data depending on the specific situation:

a. Right of access to your personal data

You have the right to request verification of whether we are processing your personal data and, if so, to obtain a copy of that data.

b. Right to rectification of your personal data

If your personal data we process is inaccurate, you have the right to request its correction.

c. Right to erasure of your personal data

You may request the deletion of some or all of your personal data.

d. Right to object to the processing of your personal data

You have the right to object to the processing of your personal data. This means that you have the right to request that we stop processing your personal data until we can demonstrate that there are compelling reasons for processing it which override your interests, rights and freedoms or where necessary for the establishment, exercise or defence of legal claims. If we object to the processing of personal data for direct marketing purposes, we will immediately stop processing your personal data for these purposes.

e. The right to limit the processing of your personal data

You have the right to request the restriction of the processing of your personal data, in particular in cases where you doubt the accuracy, lawfulness or necessity of the processing. In such situations, we will only process your personal data for the establishment, exercise or defence of legal claims, or for the protection of another natural or legal person, or in accordance with another limited reason set out in applicable law.

f. Right to data portability

You have the right to request a copy of the personal data you have provided, including in a format that is interoperable, or, if appropriate and technically feasible, you may request that it be transferred directly to another data controller.

6.2. Withdrawal of consent

If consent is the legal basis for the processing of your personal data, you may withdraw this consent at any time without giving any reason. Withdrawal of consent does not affect the lawfulness of the processing that took place before the withdrawal.

6.3. Unsubscribe from marketing communications

If you do not wish to receive marketing communications, you can request to stop receiving them:

- a. by sending an email to the contact details provided; or
- b. directly by changing your user account settings, if any; or
- c. by clicking on the unsubscribe link in our communications.

6.4. Address for exercising your rights

If you wish to exercise your rights, you can contact the following address:

Contact details of the Data Controller	Infinite X Prague s.r.o.	Address: Národní 63/26, 110 00 Nové město Phone: +420 776 256 161 E-mail: info@ixgroup.cz
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6.5. Submission of an application

To exercise your rights effectively, it is important to state in your application:

- a. what personal data is involved; and
- b. which rights you want to exercise.

In order to comply with the protection of third party rights, verification of your identity may be required, including the provision of identifying information such as loyalty card number or date of birth and, if necessary, proof of identity.

We will respond to your request within 1 month of receiving it. If necessary, we may extend the deadline by 2 months depending on the difficulty of processing the request and the current number of requests. We will inform you of any extension within 1 month of receiving your request at our address.

6.6. Filing a complaint

If you believe that the processing of your personal data violates applicable data protection laws, you have the right to lodge a complaint with the competent data protection authority in the country of your habitual residence, place of work or place of alleged violation. In the Czech Republic, to the Office for Personal Data Protection, at Pplk. Sochora 27, Postal Code: 170 00, Prague 7, ID No.: 708 37 627.

7. CHANGES AND UPDATES TO THIS PERSONAL DATA PROCESSING POLICY

This Privacy Policy may be revised or updated periodically. Any changes to this policy will become effective when the updated version is posted online. This text has been updated as of 13 November 2024.

In the event that such a change is required by applicable law to be notified to you or to obtain your consent to any new processing set out in the updated version of this policy, you will be notified or asked to consent to the new use of your personal data.