

# ORANGE BAR

## Privacy Policy

### 1. Introduction

1.1. As your personal data controller we are aware how important your privacy is. We make proper efforts to ensure that the use of your personal data complies with the law and is legitimate, with our primary goal in mind, namely improving our services and your user experience on our website orangebar.com (hereinafter referred to as the “**Website**”).

1.2. ORANGE PRAGUE s.r.o., a company established under Czech law, with its registered office at Haštalská 755/15, Prague 1 - Staré Město, the Czech Republic, shall be the controller of your personal data (hereinafter referred to as the “**Controller**”).

1.3. The main aim of our website orangebar.com is to promote Orange bar (a cocktail bar that is located at Haštalská 755/15, Prague 1 - Staré Město, the Czech Republic) and enable our customers/prospective customers to proceed a table/seat reservations.

### 2. What personal data do we collect?

2.1. The categories of personal data may include:

2.1.1. **Voluntary Data Sharing for Table/Seats Reservation purposes:** Personal data are provided freely; however necessary for the making the reservation, you provide us with your name and phone number.

2.1.2. **Logs:** We may collect certain information about your activities connected with gaining access to the Website and its use, mainly in the form of server query logs that can include, in particular, information about an IP address and the time and the way the Website is used.

2.1.3. **Cookies:** We may also store certain information collected with the help of cookies, web beacons, advertiser identifiers and other technologies, including advertising data. For detailed information about cookies please consult the section “Cookies” herein.

2.1.4. **Device and Browser Information:** When you access the Website, we can also collect information, mainly through cookies, regarding the device and the browser, such as the type of the device you use to access the Website, its model and settings, operational system, type of browser and language.

### 3. What is the purpose of the processing?

3.1. We process data in the scope necessary for us to ensure you can use the Website and You can make a table/seat reservation at Orange bar.

We collect your personal data directly from you when you make your reservation via:

- an online form available via this link: <https://orangebar.cz/rezervace/>
- an e-mail address [info@orangebar.cz](mailto:info@orangebar.cz)
- a phone-call made on cell phone number 00 420 737 540 554

3.2. We also process data for the purposes of research, analysis, development, administration, maintenance, technical support and website security, which represent our legitimate interest for data processing.

3.3. Also in connection with cookies collection and the use of other similar technologies, personal data are processed for the purposes of marketing services of the Controller, including advertising tailored to the needs and preferences of individuals or groups, e.g. online advertising.

#### **4. Who are the recipients of personal data?**

4.1. Your personal data can be disclosed to the following categories of recipients:

4.1.1. affiliated companies of the Controller, especially if it is necessary for the ongoing Website maintenance and accessibility;

4.1.2. trusted service providers who improve our proposition and provide services for you, and who act on our instruction, including hosting providers, website development providers and analytical services providers;

4.1.3. marketing service providers supporting us in the promotion of the Controller's services, including marketing agencies, marketing service providers in social media;

4.1.4. third parties, including government agencies, courts and bodies of a similar nature, if this is required in order to ensure compliance with the applicable provisions of the law, to enforce or investigate potential violations of the rules and regulations of the service provision, for protection of our rights, assets and to ensure security of the Controller and of our clients, employees and other third parties.

4.2. Some data recipients referred to in section 4.1 may be located outside the European Economic Area in countries for which the Commission has not issued an adequacy decision (hereinafter referred to as a "**Third Country**").

4.3. Where personal data are transferred to a Third Country, the Controller shall legally undertake the required measures according to the applicable European provisions of the law in the scope of data protection in order to ensure adequate personal data protection under any such jurisdiction, especially by concluding agreements with proper data recipients that will include standard data protection clauses adopted by the European Commission or by a supervisory authority and approved by the European Commission.

## **5. What are your rights?**

The user has the right of access to his or her data, right to rectification, right to erasure of his or her data and to restriction of the processing, as well as to withdraw consent to the processing of personal data (if they are processed based on consent), right to object to the data processing (if the processing is based on a legitimate interest), right to the transfer of data and the right to lodge a complaint to a data protection authority.

Should you wish to exercise your rights, please contact us at [info@orangebar.com](mailto:info@orangebar.com).

## **6. How long are the data stored?**

We process your personal data for the period that the data are necessary for the purposes for which we can or have to process them, though not after the statute of limitation for claims expires.

In cases of processing data for the purposes of making a reservation, we do erase all your data as soon as the date of your reservation have passed.

## **7. Security**

Security and integrity of your personal data is our highest priority. Therefore, we apply appropriate technical and organisational measures in order to ensure an appropriate level of security of information, using recognised technological standards to prevent unauthorised access to personal data, their disclosure, protection against improper use, loss, damage or destruction.

## **8. Cookies**

8.1. To ensure proper operation of the Website, the Controller and some of our external service providers may place cookies on your devices or use similar technologies (especially such as web beacons, pixels and advertising identifiers), subject to your consent in applicable cases. A cookie is a small text file that a website stores on your computer or on your mobile devices when you visit the given site. It enables your activities and preferences to be remembered (e.g. session status, language settings, font size and other display preferences) for some time so that they do not have to be re-entered every time you revisit the website or navigate from one website to another.

8.2. In many cases the default software settings for browsing the internet (internet browser settings) enable storing cookies on the end device of the user. You can delete your cookies or block cookie settings in your internet browser settings or in the proper software. Cookies coming from the Controller most probably will be treated as its own cookies, while cookies coming from partners will be treated as third party cookies. Some Website elements may not function properly if the Website's own cookies are blocked or deleted.

8.4. Types of cookies and purposes of their use on the Website include:

8.4.1. analytical cookies that help us collect information about the use of the Website so that we can perform analysis and improve its efficiency;

8.4.2. cookies for targeting and advertising identifiers in order to provide advertising better tailored to the users and their interests, as well as to track advertising conversion. These cookies are created mainly by our advertising partners;

8.4.3. cookies for targeting and advertising identifiers in order to provide advertising better tailored to the users and their interests, as well as to track advertising conversion. These cookies are created mainly by our advertising partners;

8.4.4. Third parties involved in behavioural advertising on the Internet or providing such services as suppliers may offer additional ways to control such practices by a self-regulatory body, namely the European Interactive Digital Advertising Alliance. You can find additional information regarding data collection by external advertisers or settings regarding behavioural advertising practices on the Internet at: <https://youronlinechoices.eu/>.

## **9. Final Provisions**

9.1. We can from time to time amend this Privacy Policy. In such an event we shall publish the amended version of the Privacy Policy on the Website.

9.2. Should you have any queries regarding personal data processing by the Controller, please contact us via [info@orangebar.com](mailto:info@orangebar.com).

This Privacy Notice is applicable from 25 May 2018.