

Personal Data Protection

Proper processing of your personal data is very important to our company, and their protection is an absolute priority for us. Therefore, we would like to provide you with detailed information, particularly about why we process your personal data, the reasons for doing so, the rights you have in connection with the processing of your personal data, and other information that might be of interest to you.

We would like to assure you that we adhere to strict rules determining which employee or department may access your personal data and which personal data they may process. We do not disclose your personal data outside of **SLOV INN JASNÁ a. s.**, except in cases where you wish us to transfer your personal data to another controller with your consent, where it is required by law, where we are authorized to do so, or where it serves our legitimate interest.

Please read the information below regarding the processing of personal data, which we have drafted to make this document as clear and practical as possible for you.

If anything remains unclear after reading this document or if you are unsure about something, we will gladly explain any term or part of this document to you. In such cases, you may contact us in writing at the email address repcia@bjornsonka.sk or at the address SLOV INN JASNÁ a. s., Demänovská Dolina 77, Demänovská Dolina 031 01, Slovak republic.

1. Who is the Controller of Your Personal Data?

The **controller** of personal data is always the company to which the personal data were provided and which determines the purpose and means of processing personal data.

The controller of your personal data is SLOV INN JASNÁ a. s., with its registered office at Demänovská Dolina 77, Demänovská Dolina 031 01, Company ID: 36 797 146, registered in the Commercial Register of the District Court Žilina, Section: Sa, File No.: 10940/L (hereinafter referred to as “**SLOV INN JASNÁ**”).

You may exercise your rights in **writing by mail** or **e-mail** at the following contacts:

Company	SLOV INN JASNÁ a. s.
Address	Demänovská Dolina 77, 031 01 Demänovská Dolina, Slovak Republic
Email	repcia@bjornsonka.sk

2. What is the Processing of Personal Data and What Terms Are Associated with It?

To begin, we would like to familiarize you with the basic terms used in this document, which will help you better understand it.

Personal Data – Any information relating to an identified or identifiable person, such as name, surname, date of birth, birth number, phone number, email address, IP address, etc.

Data Subject – A person to whom the personal data pertain.

Processing of Personal Data – An operation that the controller or processor performs with personal data.

Controller – A person or a legal entity who determines the purposes and means of processing personal data; the controller may entrust processing to a processor.

Processor – A person or a legal entity, public authority, agency, or other entity that processes personal data on behalf of the controller.

Data Protection Officer – A person or a legal entity designated by the controller or processor to perform activities related to the protection of personal data.

Purpose – The reason why the controller processes the personal data.

Special Categories of Personal Data – Sensitive personal data with a specific nature, such as health-related data or biometric data enabling the identification of a person.

Legitimate Interest – The interest of the controller or another entity that necessitates the processing of personal data, provided it outweighs the interests of the data subject, e.g., when the data subject is a customer of the controller.

Profiling – Any form of automated processing of personal data used to evaluate specific personal conditions, such as behavior on the internet or during online shopping.

Cookies – Small data files stored in a special folder of the user's internet browser, necessary for certain website functions such as logging in, and often used to track user behavior on the web. Their use can be disabled in most internet browsers.

Recipient – A person or a legal entity, public authority, or other entity to whom personal data are provided.

Service – Any of the services we offer, i.e., our products and services provided online and their support.

3. What Personal Data Do We Process?

We process only the personal data necessary to provide you with our services and customer support, comply with our legal obligations, and protect our legitimate interests.

We collect personal data about our customers, including potential customers who are interested in our services or who have given us consent to contact them with service offers.

We primarily process the following categories of personal data:

Basic Identification Data: We need basic identification data for booking and contract purposes. This includes your name, surname, country of residence, payment card number, cardholder's name, card expiration date, and security code.

Contact Information: This includes your email address and phone number.

Information About the Use of Our Services: This includes details about the services you have purchased or booked with us, based on which we may recommend other relevant services.

Information About Interactions with You: We record interactions with you in writing to provide adequate customer support.

Transactional Data: This pertains solely to information about payments for our services.

4. For What Purposes Do We Process Personal Data?

We process personal data:

- Without the need for your consent
- With your consent

Processing Without Your Consent:

Processing Based on a Contract

We process your personal data to conclude a contract between you, as our client or potential client, and us, as the service provider. In such cases, personal data are processed only to the extent necessary for booking accommodation and concluding and fulfilling the relevant contract. This includes fulfilling the subject of the contract, customer support, contract management and participant records.

Providing your personal data for this purpose is entirely voluntary but necessary for booking accommodation, concluding a contract, and its subsequent management. Without this data, we would not be able to process your booking, conclude a contract with you, or fulfill the obligations and rights arising from it.

Processing Based on Legitimate Interests

The legitimate interests of SLOV INN JASNÁ include:

- informing you about updates regarding the management of your accommodation booking and subsequent contract, and offering you SLOV INN JASNÁ services,
- defending legal claims.

Processing for Statistical Purposes

After the expiration of your booking or termination of your contract and the lapse of the retention period for personal data, the data are further processed for statistical purposes in an anonymized form.

Processing With Your Consent:

Processing for Marketing Purposes

We process your personal data for marketing purposes if you have given us consent for this purpose.

Marketing includes, in particular:

- Offering SLOV INN JASNÁ services. With your consent, we may send you offers electronically, primarily via e-mail.
- Sending informational emails (newsletters) containing articles, news, and information about SLOV INN JASNÁ activities.

Consent for marketing purposes is entirely voluntary but necessary for us to send you personalized service offers from SLOV INN JASNÁ. Without such consent, we cannot provide you with individualized offers.

You may revoke your consent at any time, even partially, by contacting SLOV INN JASNÁ in writing, by mail, or via e-mail at:

Company	SLOV INN JASNÁ a. s.
Address	Demänovská Dolina 77, 031 01 Demänovská Dolina, Slovak Republic
Email	recepacia@bjornsonka.sk

Use of Cookies

We use cookies only with your consent. To prevent the use of cookies, simply activate the “private browsing” function in your browser before visiting our website. However, this may result in some parts of the website not displaying correctly, browsing may be more difficult, and content tailored to your needs may not be shown.

5. For How Long Do We Store Your Personal Data?

We retain your personal data for the duration of your accommodation booking or contract to provide you with our services. After the termination of the contractual relationship and the settlement of all obligations arising from or related to the booking or contract, we retain your personal data for the minimum necessary period, up to 10 years, as required by applicable legal regulations.

The retention period for personal data is primarily governed by Act No. 431/2002 Coll. on Accounting, as amended, and Act No. 40/1964 Coll., the Civil Code, as amended.

If you have entered into a contract with SLOV INN JASNÁ and granted us consent to process your personal data for marketing purposes, this consent remains valid for the duration of the contractual relationship with SLOV INN JASNÁ and for 5 years following its termination, or until you revoke it. If you have not entered into a contract with SLOV INN JASNÁ and only granted consent for marketing purposes, this consent is valid for 5 years from the date it was granted or until you revoke it. If you enter into a contract or additional contract with SLOV INN JASNÁ, the aforementioned data processing period is calculated based on the last concluded contract in accordance with the rules above.

6. Where Do We Obtain Personal Data From?

We obtain personal data:

- directly from you during the booking of accommodation and throughout its duration,
- directly from you during the conclusion and duration of a contract and its fulfillment,
- directly from you by granting consent to receive informational e-mails (newsletters),
- from other persons to whom you have given consent.

7. How Can You Revoke Consent to Process Personal Data for Marketing Purposes?

Consent to process personal data for marketing purposes is based on the principle of voluntariness. This means you can revoke it at any time. If you no longer wish to receive offers for SLOV INN JASNÁ services or informational e-mails (newsletters), we regret this, but we fully respect your decision.

What Should the Revocation of Consent Contain?

- Who is submitting the revocation. Please provide your name, surname, and e-mail.
- Explicitly state that you no longer wish us to process your personal data for marketing purposes. You may revoke consent generally (applicable to all marketing activities) or specify which marketing activities the revocation pertains to (e.g., sending newsletters).
- Address the revocation to SLOV INN JASNÁ.

How Can You Submit the Revocation?

You may send the revocation by mail or e-mail.

For service offers sent via email or informational emails (newsletters), you can revoke consent online directly in the email text by clicking on the link that enables the revocation of consent for receiving such emails. In this case, your email will be automatically removed from our database.

8. Do We Use Automated Processing of Your Personal Data?

We would like to inform you that, as part of providing our services, we do not use so-called profiling, i.e., automated processing.

9. What Rights Do You Have in Connection with the Processing of Your Personal Data?

Proper processing of your personal data is important to us, and their protection is a given. In connection with the processing of personal data, you may exercise the following rights:

Information About the Processing of Your Personal Data

This information includes, in particular, the identity and contact details of the controller, the purposes of processing, categories of personal data concerned, the recipient or categories of recipients of personal data, information about the transfer of personal data to third countries, the retention period of personal data, authorized controllers, a list of your rights, the option to contact the Office for Personal Data Protection, the source of the processed personal data, and information on whether and how automated decision-making and profiling occur.

Right of Access to Personal Data

You have the right to confirmation of whether your personal data are being processed and, if so, the right to access information about the purposes of processing, categories of personal data concerned, recipients or categories of recipients, the retention period of personal data, your rights, the right to lodge a complaint with the Office for Personal Data Protection, the source of the personal data, and information about whether automated decision-making and profiling occur, as well as information and safeguards regarding the transfer of personal data to a third country or international organization. You have the right to be provided with copies of the processed personal data.

Right to Rectification

Are we processing outdated or inaccurate personal data about you? For example, has your e-mail address changed? Please inform us and we will correct your personal data.

Right to Erasure (Right to Be Forgotten)

In certain cases specified by law, we are obliged to erase your personal data upon your request. However, each such request is subject to individual assessment to determine whether the conditions are met, as SLOV INN JASNÁ may have a legal obligation or legitimate interest that outweighs your interests and requires retaining the personal data.

Right to Restriction of Processing

If you wish us to process your personal data only for the most essential legal reasons or to block them.

Right to Data Portability

If you wish us to provide your personal data to another controller or company, we will transfer your personal data in an appropriate format to the entity you designate, provided no legal or other significant obstacles prevent us from doing so.

Right to Object to Automated Individual Decision-Making

If you discover or suspect that we are processing your personal data in a manner contrary to the protection of your private and personal life or in violation of legal regulations, please contact us and request an explanation or the rectification of the unsatisfactory situation.

You may also object directly to automated decision-making.

Right to Lodge a Complaint with the Office for Personal Data Protection

You may at any time submit a suggestion or complaint regarding the processing of personal data to the supervisory authority, namely the Office for Personal Data Protection of the Slovak Republic, located at Hraničná 12, 820 07 Bratislava 27, Slovak Republic, Company ID: 36 064 220, phone: +421/2/3231 3220, website: <https://dataprotection.gov.sk/uouu/>

10. Where Can You Exercise Your Rights and Is There a Fee for Doing So?

You may exercise your individual rights with SLOV INN JASNÁ via email at repcia@bjornsonka.sk or in writing at the correspondence address Demänovská Dolina 77, Demänovská Dolina 031 01.

We provide all notifications and statements regarding the rights you exercise free of charge. However, if your request is manifestly unfounded or unreasonable, particularly because it is repetitive, we are entitled to charge a reasonable fee reflecting the administrative costs associated with providing the requested information. In the case of repeated requests for copies of processed personal data, we reserve the right to charge a reasonable fee for administrative costs for this reason.

When Can You Expect a Response from SLOV INN JASNÁ?

We will provide you with a statement and, if applicable, information about the measures taken as soon as possible, but no later than one month. We are entitled to extend this period by two months if necessary, considering the complexity and number of requests. We will inform you of any extension, including the reason, within the initial one-month period.

11. Who May Access Your Personal Data?

Access to personal data is granted to the controller, its employees, the data protection officer, and possibly contractual processors, primarily the company Profitroom, which operates the reservation system, as well as IT service providers and accounting services.

For example, this may include external companies managing our systems or other services ensuring the proper operation of the company and the processing of personal data. We have concluded data processing agreements with these processors, and they are bound by strict personal data protection rules, including confidentiality obligations, to ensure the highest standard of legal protection in line with applicable regulations in the Slovak Republic.

Suppliers

We have entrusted certain activities aimed at managing your contract or providing related services to external suppliers, with whom we have concluded proper data processing agreements. When selecting these suppliers, we ensure they implement appropriate measures to protect and secure your personal data.

For these purposes, suppliers primarily include the company Profitroom, which operates the reservation system, IT service providers, accounting services, and the data protection officer.

12. Overview of Selected Legal Regulations Governing Personal Data

European Framework:

- Charter of Fundamental Rights of the European Union
- Regulation (EU) 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, repealing Directive 95/46/EC (General Data Protection Regulation, GDPR)

Slovak Legislation:

- Constitution of the Slovak Republic (published under No. 460/1992 Coll.)
- Act No. 18/2018 Coll. on the Protection of Personal Data and on Amendments to Certain Acts, as amended

13. Where Can You Contact Us?

If you have any questions or comments regarding this information obligation, please feel free to contact us at any time via e-mail at recepacia@bjornsonka.sk or in writing at the correspondence address: SLOV INN JASNÁ a. s., Demänovská Dolina 77, Demänovská Dolina 031 01.

This document will be regularly updated. Status as of 21 March 2025.