

## Information about MY CLINIC offers

---

I agree that MyClinic s.r.o., with its registered office at Vodní 534/3, Smichov, 150 00 Prague 5, ID No. 01490575, registered in the Commercial Register administered by the Prague Municipal Court, file ref. C 207465, which operates the MY CLINIC medical facility, may send profiled commercial offers (commercial communications) of its services, including satisfaction surveys, to the email address I have provided until further notice. The service is not intended for persons under 15 years of age.

I declare that I am the user of the email address provided and I am entitled to give my consent to the sending of commercial communications in the above sense, or if I am not the user of the email address or, in view of my relationship to the owner of the email address, I am not entitled to give such consent myself, I declare that I have been authorised by the user or owner of the email address to give consent and have given it on their behalf.

If the email address provided is considered personal data, by sending the email address I agree that MyClinic s.r.o. will process my personal data (email address) until revocation for the purpose of sending a profiled offer of services provided by the company within the MY CLINIC medical facility, including satisfaction surveys.

If a person other than the data subject sends the email address (personal data) for processing, they declare that they are doing so with their consent and following their instructions once the data subject has become familiar (or has had the opportunity to become familiar) with information on the processing of personal data as specified below.

I acknowledge that I can withdraw my consent (to the sending of commercial communications or to the processing of personal data) at any time. Appeals can be made via the link in the email or through the channels available [HERE](#).

If personal data is processed, the detailed wording of the consent to the processing of personal data and more information on the conditions of processing personal data, your rights (including withdrawing consent) and how to exercise them can be found [HERE](#).

## 1. CONTROLLER

The personal data controller is **MyClinic s.r.o.**, having its registered office at: Vodní 534/3, Smíchov, 150 00 Prague 5, company ID number: 01490575, entered in the Commercial Register kept at the Municipal Court in Prague, File Ref. C 207465 (hereinafter the “**Controller**”).

## 2. YOUR RIGHTS

In relation to the relevant processing, you have the following rights:

- a. **WITHDRAWAL OF CONSENT** – consent can be withdrawn at any time in the manner stipulated [HERE](#). The withdrawal of consent will not have an influence on the lawfulness of personal data processing that was performed before it was withdrawn. The withdrawal of consent will terminate the processing of your data for the purposes of sending profiled commercial offers (commercial communications) of the Controller and your email address will be removed from our email list;
- b. **ACCESS** – the right to information about whether your personal data are processed or not. If personal data are processed, also the right to information about processing to the prescribed extent and a right, under certain conditions, to obtain a copy of the data processed;
- c. **RECTIFICATION** – the right to request rectification, if personal data processed are inaccurate. Or the right to request supplementation, if data are not complete;
- d. **ERASURE (“right to be forgotten”)** – the right to request, under the conditions stipulated by legal regulations (withdrawal of consent, end of contract, unlawfulness of processing) the erasure of data;
- e. **RESTRICTION OF PROCESSING** – the right to request a designation and possible restriction (suspension) of processing until verification of the accuracy of data, the lawfulness of processing, dealing with an objection or because of the protection of your interests (claiming, protection or defence of rights and legal interests);
- f. **COMPLAINT** – the right to contact the Office for Personal Data Protection with a complaint about the Controller, processing or the conditions for claiming rights. For contact and other data about the Office see [www.uoou.cz](http://www.uoou.cz);
- g. **PORTABILITY** – the right, under the conditions stipulated by legal regulations, to obtain data for further processing by another entity you designate that you hand the data over to, or where you request their direct handover for further processing by another entity.

You also have a right to:

- h. **OBJECT** – the right to request that your personal data are no longer processed for the performance of tasks in the public interest, because of the legitimate interests of the Controller or a third party or for marketing purposes.

Regarding the individual rights, their detailed characteristics, the conditions for their arising and claiming and the procedure for claiming them see [HERE](#).

The Controller **has not** appointed a **PERSONAL DATA PROTECTION OFFICER**.

## 3. PURPOSE OF PROCESSING

The Controller processes personal data for the purpose of marketing: targeted offers of the Controller's services and offers of events arranged by the Controller sent to your email address. The purpose of the consent is also a satisfaction survey.

## 4. LEGAL BASIS FOR PROCESSING

The legal basis for personal data processing is: data subject's consent (Art. 6(1)(a) of the General Data Protection Regulation).

## 5. EXTENT OF DATA that is processed

The Controller processes the following personal data for the aforementioned purpose: Identification and contact details, i.e. first name, surname, title, telephone number, email address, honorific, date of birth, health insurance company, data about medical condition, information about previous use of services and preferences of data subject.

## **6. PROVISION OF DATA IS VOLUNTARY.**

The provision of personal data is voluntary.

## **7. PERIOD for which personal data are stored and processed**

The Controller processes the personal data: until consent is withdrawn.

## **8. SOURCE OF PERSONAL DATA**

The Controller obtains the personal data directly from a data subject and through the use of cookies.

## **9. RECIPIENTS and other entities to whom personal data can be provided**

There will no recipients.

## **10. THIRD COUNTRIES**

The personal data are NOT handed over outside the EU during processing.

## **11. PROCESSOR**

A personal data processor within the meaning of Art. 4(8) of the General Data Protection Regulation or a third party authorised by the Controller to process the personal data may participate in the processing of the personal data. In such cases the Controller minimises the risk of unauthorised access, destruction, processing or loss of personal data.

## **12. AUTOMATIC DECISION-MAKING AND PROFILING**

Automatic decision-making is understood to be decision-making using technological means or based on the results of activities of technological means without free decision-making by a person.

Profiling is understood to be the use of personal data to assess some personal aspects of a person, for example an estimate of his/her work output, economic situation, medical condition, personal preferences, interests, reliability, etc.

There is NO automatic decision-making in connection with the processing of personal data.

There IS profiling in connection with the processing of personal data. Specifically, profiling of preferences in accordance with prior drawing of services, a data subject's preferences and the use of cookies will be applied.

---

**RIGHTS AND ASSERTION THEREOF  
GENERALLY REGARDING THE ASSERTING OF RIGHTS**

**ARTICLE I  
GENERALLY REGARDING THE ASSERTING OF RIGHTS**

**1. CHANNELS FOR ASSERTION OF RIGHTS**

Rights may be asserted under the conditions stipulated below:

- a. Through the Controller's data box: z35tavt;
- b. Through the e-mail address: gdpr@myclinic.cz;
- c. Through a written submission to the address: Vodní 534/3, Smíchov, 150 00 Prague 5.

**2. IDENTIFICATION AND SECURE COMMUNICATION**

**The assertion of rights shall not be to the detriment of third-party rights and freedoms.** For this reason, the Controller has the right and obligation, in the **necessary cases, to identify the party asserting rights**. For the aforementioned reasons, the Controller must choose secure and reliable communication. **Reliable communication where it is not necessary to further verify the addressee's identity is always regarded as including** communication by e-mail messages that have a verified electronic signature, communication by data box, communication using a postal services provider, where a document is signed and the signature of the person acting has been notarised or a reply sent to the addressee's attention only.

**3. ORAL ASSERTION OF RIGHTS**

Exceptionally, if the authorised person so requests, it is possible to provide information or enable the asserting of rights **orally**. A written record will be made of the oral provision of information or oral assertion of rights by a party. A condition for the oral assertion of rights, if the relevant person is not personally known, is the verification of his/her identity using an ID card, passport, driver's licence or other document that makes it clear that the rights are being claimed by a person to whom they belong.

**4. REQUEST IN ELECTRONIC FORM**

If a request is submitted or if rights are asserted through an electronic filing, the reply will also be sent in electronic form, if the relevant person did not request a different method.

**5. COSTS**

Information provided to data subjects, the provision of copies to data subjects, all statements and all measures related to the assertion of a data subject's rights is **free of charge**.

**6. REJECTION AND FEE**

If a request (assertion of a right) by a data subject is evidently unjustified or unreasonable, in particular because it is the same or mostly the same as a previous request or an unreasonably wide-ranging request that cannot be dealt with by the statutory deadline,

- a) Dealing with the request is conditional on the payment of a deposit **on administrative costs** related to the provision of the requested information or to a statement or taking the requested actions  
– a deposit may be requested up to the amount of the expected costs, where information, a statement, etc, is provided to a data subject after the payment in full of costs incurred; or
- b) **The request will not be satisfied or assertion of the right will be rejected with a reasoning in writing.**

**7. DEADLINE FOR PROCESSING**

A data subject's requests and replies to the assertion of a data subject's rights are dealt with promptly. A reply containing requested information or describing the measures taken in connection with a request by a data subject, etc. must be delivered to the data subject no later than 30 days after the day the request is delivered. If it is not possible to deal with a matter for serious reasons by the set deadline, no later than by such deadline a data subject will be sent a written or e-mail message stating that the deadline will not be complied with and the reasons that are the cause, and the deadline by which the

matter will be dealt with will be notified; a deadline may not be put back by more than 60 days.

## **ARTICLE II RIGHT TO ACCESS AND COPY**

1. If it is requested by a data subject, a confirmation will be provided stating whether processing of his/her personal data is occurring.
2. If a data subject's personal data are processed, the data subject will be provided with information about:
  - a) The purposes of processing and the legal basis for personal data processing, including a reference to the provisions of a legal regulation, and about the extent and consequences of processing;
  - b) Any recipient or category of recipients of personal data;
  - c) The handover of personal data to third countries, if it is to be implemented, including information about suitable guarantees for the safety of data handed over to a third country;
  - d) The period for which personal data are stored and, if it is not possible to determine such period, the criteria for determining the storage period;
  - e) The right to request access to personal data concerning the data subject, the right to request their rectification or erasure, the right to request the restriction of processing, the right to make an objection to personal data processing and the conditions for the arising of individual rights and the method of claiming them—a data subject will always be provided only with information about rights whose assertion may be taken into consideration in connection with the relevant personal data processing;
  - f) The right to portability of data, the conditions for its arising and the conditions for its claiming—if the assertion of this right may be taken into consideration with regard to the character of personal data processing;
  - g) Whether automatic decision-making is taking place, and rights of a data subject related to automatic decision-making;
  - h) The source of personal data and, if appropriate, that personal data come from publicly-available sources;
  - i) The right to submit a complaint to the supervisory authority (the Office for Personal Data Protection);
  - j) Whether automatic decision-making is taking place in the form of profiling and the importance and foreseen consequences of such processing for the data subject, if implemented.
3. A data subject is entitled to request a copy of personal data processed. The first provision of a copy is free of charge. There is a charge for additional copies. Article I(6) applies also here.
4. If the provision of a copy could damage third-party rights and freedoms (e.g. a copy contains third-party personal data in relation to the disclosure of which the data subject that requested the copy has no legal reason), the copy will be anonymised in an appropriate manner. If anonymisation is not possible or if the requested information would lose value through the relevant anonymisation, a copy will not be provided.

## **ARTICLE III RIGHT TO RECTIFICATION**

1. A data subject is entitled to the rectification of personal data processed, if the personal data processed are inaccurate from the viewpoint of the purpose of processing or if they are incomplete from the viewpoint of the purpose of personal data processing. A data subject may request rectification (including supplementation) of personal data processed or their supplementation.
2. If a data subject claims a right to the rectification of personal data processed, the Controller will promptly perform a check on the processing of personal data regarding which the right to rectification is claimed.
3. If the Controller reaches the conclusion that an objection is justified, even if only partially, it will promptly arrange a remedy, i.e. the rectification of the personal data processed or their supplementation.
4. A data subject will be notified in writing or by e-mail of the result of an investigation and measures taken.

#### **ARTICLE IV RIGHT TO ERASURE**

1. A data subject is entitled, regarding the personal data controller, to the erasure of personal data that concern him/her, only if:
  - a) The personal data are not needed for the purposes for which they were gathered or otherwise processed;
  - b) The data subject withdraws consent to personal data processing and there are no other legal grounds for personal data processing;
  - c) The data subject makes a relevant objection to personal data processing;
  - d) The personal data are processed unlawfully, in particular without legal grounds for personal data processing;
  - e) The erasure of personal data is required by compliance with a legal obligation, as results from a legal regulation or a decision issued based on a legal regulation;
  - f) The personal data were gathered in connection with an offer of information society services in accordance with Art. 8(1) of the General Data Protection Regulation.
2. The erasure of personal data is understood to be the physical destruction of personal data media (e.g. the destruction of documents) or their erasure (from multimedia carriers) or other permanent exclusion from further personal data processing.
3. If a data subject claims a right to erasure, the Controller will examine the data subject's request. In the event a data subject's request is legitimate, at least in part, it will erase the data to the necessary extent. Article I(7) also applies here.
4. Until a data subject's request is dealt with, the personal data regarding which the right to erasure was exercised will be designated.
5. Personal data may not be deleted, if their processing is necessary:
  - a) For the exercise of a right to free speech and freedom of information;
  - b) For compliance with a legal duty resulting from legal regulations;
  - c) Due to a public interest in the area of public health (Art. 9(2)(h) and (i) and Art. 9(3) of the General Data Protection Regulation);
  - d) For the purposes of archiving in the public interest, for the purposes of scientific and historical research or for statistical purposes, if it is likely that erasure would make impossible or seriously endanger the achievement of the aims of the aforementioned processing;
  - e) For the determination, claiming and exercising of the Controller's rights.

#### **ARTICLE V RIGHT TO RESTRICT PROCESSING**

1. If a data subject exercises a right to restrict processing regarding specific personal data processing, the Controller will promptly assess the relevance of the data subject's request, primarily from the viewpoint of compliance with the conditions for claiming a right to restrict processing; when assessing a request it will base conclusions on the content of the request and on other circumstances and facts concerning the relevant personal data processing.
2. The data subject is entitled to restriction of personal data processing in the following cases:
  - a) The data subject denies the accuracy of the personal data;
  - b) The processing is unlawful and the data subject rejects the erasure of the personal data and, instead of this, requests a restriction of their use;
  - c) The controller no longer needs the personal data for the purposes of processing, but the data subject requests them for the determination, exercise or defence of legal claims;
  - d) The data subject objected to processing.
3. The personal data affected by the restriction of processing are designated.
4. If processing is restricted, such personal data may, with the exception of their storage, be processed only with the consent of the data subject, or for the determination, exercise or defence of legal claims, to protect the rights of other natural persons or legal entities or due to an important public interest.
5. Before the cancellation of a restriction on processing of personal data, the data subject is notified in writing or by e-mail of the cancellation of the restriction. The statement will specify the moment the

restriction on personal data processing is lifted and the reason for which it is lifted.

## **ARTICLE VI RIGHT TO PORTABILITY**

1. If personal data obtained from a data subject (either directly handed over by him/her or data obtained about his/her activities, etc.) and that concern such data subject are the subject of personal data processing, such data subject has the right to the portability of such data, if processing is based on the consent of the affected data subject or it is processing based on a contract with the data subject and if it is implemented automatically. The right to portability does not cover data and information created by the Controller based on data obtained from the data subject (e.g. profiling of the data subject's foreseen consumer behaviour based on data obtained from the data subject, etc.).
2. As a part of the right to portability, a data subject may request:
  - a) The handover of the personal data that are the subject of the right to portability, in a structured, ordinarily-used and machine-readable format, in particular it is not possible to use a format that requires a special paid licence or a format excluding further editing or other handling (processing) of personal data (e.g. \*.pdf), to the attention of the data subject;
  - b) The handover of the personal data that are the subject of the right to portability, in a structured, ordinarily-used and machine-readable format, in particular it is not possible to use a format that requires a special paid licence or a format excluding further editing or other handling (processing) of personal data (e.g. \*.pdf), to another personal data controller that the data subject designates in his/her request for personal data portability.
3. A data subject's request will not be granted, inter alia (Art. 1(6)), if complying with the data subject's request would cause detriment to the rights and freedoms of other persons (data subjects).
4. A request whose subject is the portability of data in accordance with para. 2(b) is not granted if it is not technically feasible, where handover is regarded as not technically feasible if such handover cannot be arranged in an appropriate manner with regard to the technology available given the nature of the personal data handed over and the related risks.
5. Information about the purpose of personal data processing and, if the data subject so requests, information about personal data processing in accordance with Art. 13 of the General Data Protection Regulation will be attached to personal data handed over.

## **ARTICLE VII AUTOMATIC INDIVIDUAL DECISION-MAKING, INCLUDING PROFILING**

1. A decision regarding a data subject, acts in law regarding a data subject or another measure or procedure as a consequence of which unfavourable legal consequences result for a data subject or where such act could otherwise affect him/her in a similar manner (e.g. automatic rejection of an on-line loan application, electronic searches for job seekers without a person's participation and reviews of a negative decision by the electronic system) cannot be based on an automatic individual decision, including profiling, unless the decision is
  - a) Necessary for the conclusion or performance of a contract between the data subject and the data controller;
  - b) Permitted by legal regulations that stipulate suitable measures ensuring the defence of rights and freedoms and the legitimate interests of data subjects; or
  - c) Based on the express consent of the data subject.
2. In the cases in accordance with para. 1(a) and (c), the Controller will arrange the performance of suitable measures to ensure the protection of rights and freedoms and legitimate interests of the data subject against the negative consequences of automatic individual decision-making. Such measures mean, at least, arranging the option for a data subject to express his/her opinion before the performance of an act with unfavourable consequences and the option of reviewing a decision by a person designated by the Controller and further human involvement, which means, for example, regular reviews of the functionality of the automatic decision-making system and the setting of conditions of functionality in such a manner as to exclude unreasonable unfavourable consequences for the rights and freedoms of a data subject or its legitimate interests.
3. If the subject of processing is sensitive data or if an individual decision pursuant to para. 1 is to be

based on sensitive data, it is possible to proceed in accordance with para. 2 only if sufficient guarantees are arranged within the meaning of para. 2 of this article and provided that the legal grounds for personal data processing is the express consent of the data subject within the meaning of Art. 9(2)(a) of the General Data Protection Regulation or it concerns processing necessary due to a significant public interest resulting from legal regulations that is reasonable given the relevant aim, complies with the essence of the right to the protection of data and provides suitable and specific guarantees for the protection of the data subject's basic rights and interests.

#### **ARTICLE VIII RIGHT TO OBJECT**

1. If the legal basis for the processing of personal data is legal title in accordance with Art. 6(1)(e) of the General Data Protection Regulation (performance of a task carried out in the public interest or in the exercise of official authority vested in the controller) or legal title in accordance with Art. 6(1)(f) of the General Data Protection Regulation (processing necessary for the protection of rights and interests of the controller protected by the law), the data subject has the right to object to the relevant personal data processing.
2. If personal data are processed for direct marketing purposes, a data subject is entitled, at any time, to object to personal data processing that concerns him/her for such marketing, which also includes profiling, provided this concerns such direct marketing. If a data subject objects to processing for the purposes of direct marketing, the personal data will no longer be processed for such purposes.
3. If a data subject exercises the right to object, the Controller will examine the objection without undue delay.
4. Until a data subject's objection is dealt with, the relevant personal data or personal data processing will be designated.
5. Personal data against which a legitimate objection was made may no longer be processed, unless:
  - a) There are serious legitimate reasons for further processing that predominate over the data subject's interests, rights and freedoms; or
  - b) Further processing is necessary for the determination, exercise or defence of the Controller's rights.