

Privacy Policy

Hotel Praga 1885

Protecting your personal data is important to us. This Privacy Policy explains what personal data we collect, why we process it, how long we keep it, and what rights you have in relation to your personal data.

This Privacy Policy applies to guests, website visitors, and other persons who communicate with **Hotel Praga 1885**.

1. Data Controller

The controller of your personal data is:

Hotel Praga 1885

Operator: Apart Hotel Prague s.r.o. VAT: CZ21777357

Registered address: Varšavská 715/36, 120 00 Praha

E-mail: reception@hotelpraga1885.eu

Telefon: +420 737 013 997

2. What Personal Data We Process

We may process the following personal data:

- first name and surname,
- contact details, such as e-mail address and phone number,
- reservation details,
- accommodation and stay details,
- billing and invoicing details,
- payment-related information,
- information required by law for guest registration,
- communication with us,
- technical data related to website use, such as IP address, cookies, browser type, device type and website activity.

3. Why We Process Personal Data

We process your personal data for the following purposes:

Reservation and accommodation services: We process your personal data in order to create, confirm and manage your reservation, provide accommodation services, arrange check-in and check-out, and communicate with you before, during and after your stay.

Legal obligations: We process certain personal data because we are required to do so by law. This may include accounting, tax obligations, local city tax obligations, guest registration obligations and communication with public authorities.

Customer communication: We use your personal data to respond to your questions, requests, complaints, feedback and other communication.

Protection of our rights and property: We may process personal data to protect our legal claims, prevent damage, ensure safety, resolve disputes and protect the property of the hotel.

Marketing communication: If you give us your consent, we may send you special offers, news and information about our services. You may withdraw your consent at any time.

Website improvement: We may use cookies and analytical tools to improve the functionality, performance and user experience of our website.

4. Legal Basis for Processing

We process your personal data on the following legal grounds:

- performance of a contract or steps taken before entering into a contract,
- compliance with legal obligations,
- legitimate interest of the hotel,
- your consent, especially for marketing communication and certain cookies.

5. Who We May Share Your Data With

We may share your personal data, where necessary, with the following categories of recipients:

- reservation system providers,
- payment service providers,
- accounting and tax advisors,
- IT and website service providers,
- public authorities, where required by law,
- service providers involved in hotel operations.

We do not sell your personal data to third parties or provide it to third parties for their own marketing purposes.

6. How Long We Keep Your Personal Data

We keep your personal data only for as long as necessary for the purpose for which it was collected.

This may include:

- the duration of your reservation and stay,
- the period required by accounting, tax or other legal regulations,

- the period necessary to protect our legal claims,
- until consent is withdrawn, in the case of marketing communication.

After this period, personal data will be deleted or anonymised.

7. Cookies

Our website uses cookies. Some cookies are necessary for the proper functioning of the website. Other cookies, such as analytical or marketing cookies, are used only with your consent.

You can change your cookie settings at any time in your browser or through the cookie settings on our website.

8. Your Rights

Under applicable data protection laws, you have the following rights:

- the right to access your personal data,
- the right to correct inaccurate personal data,
- the right to request deletion of your personal data,
- the right to restrict processing,
- the right to data portability,
- the right to object to processing,
- the right to withdraw consent,
- the right to lodge a complaint with a supervisory authority.

The supervisory authority in the Czech Republic is the **Office for Personal Data Protection**.

9. Contact for GDPR Requests

If you have any questions about the processing of your personal data or if you wish to exercise your rights, please contact us at: **E-mail:** reception@hotelpraga1885.eu

We will respond to your request within the legal deadline.

10. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. The current version will always be available on our website.

Last updated: 01.05.2026