Privacy notice

EFFECTIVE FROM 28 OCTOBER 2026

1. Controller and scope

The controller is **PRAŽSKÉ REZIDENCE s.r.o.**, Company ID 04202635, entered in the Commercial Register maintained by the Municipal Court in Prague, Section C, File 244094. Registered office: **Italská 1274/8, Vinohrady, 120 00 Prague 2, Czech Republic**. Contact office stated on the website: Šafaříkova 201/17, 120 00 Prague 2.

For personal data matters, contact gdpr@prazskerezidence.cz. General enquiries: info@prazskerezidence.cz. This notice covers www.prazskerezidence.cz, contact enquiries, discussions about our services and the client area. Additional specific information may be provided for individual contracts or projects.

Processing is governed in particular by Regulation (EU) 2016/679 (the General Data Protection Regulation, GDPR), Czech Act No. 110/2019 Coll., on Personal Data Processing, and, for cookies, the applicable provisions of Czech Act No. 127/2005 Coll., on Electronic Communications.

2. Data we obtain and its sources

Enquiries and communication: your full name, email address, optional phone number, message and subsequent correspondence. We obtain these details mainly from you through the contact form, email, telephone or meetings. Please do not include sensitive personal data or other people’s data unless necessary for your enquiry.

Service discussions and client area: identification and contact details, information about your requirements and property, and details needed to administer an account or deliver a particular service. The precise scope depends on the service you request.

Website operation: technical connection and device information, such as IP address, access time, pages visited, browser type and cookie identifiers. Google services are integrated for traffic measurement and maps; see section 7.

3. Purposes and legal bases

Responding to enquiries and pre-contractual discussions: Article 6(1)(b) GDPR where we take steps at your request before entering into a contract; otherwise Article 6(1)(f) GDPR. The legitimate interest is responding to enquiries and conducting related business communication.

Delivering an agreed service and administering an account: Article 6(1)(b) GDPR. **Compliance with legal obligations:** Article 6(1)(c) GDPR where a specific duty applies to the relationship. **Protecting rights, resolving disputes and security:** Article 6(1)(f) GDPR; the interests are protecting our rights and operating services securely.

Submitting the contact form does not itself constitute consent to advertising or optional cookies. Where a purpose requires consent, that consent must be obtained separately, in advance and for the specific purpose.

4. Providing data and retention

Providing data through the contact form is voluntary. Without your name, contact email and message, however, we may be unable to handle your enquiry. Your phone number is optional. If a particular item is required by law or needed for a contract, we will explain this when collecting it.

Retention depends on purpose: enquiries are kept until they and the related discussions are completed; account details for the duration of the account and service. Further retention requires a separate reason, such as a legal duty or necessary protection of legal rights. For contractual records, the period follows the relevant statutory retention obligations, applicable limitation periods and any actual dispute. Data should not be kept indefinitely merely because it was once provided.

The website remembers consent to traffic measurement for up to 365 days, and rejection for 180 days. It then offers a new choice; you may change your choice earlier at any time. The controller assesses the reason for further retention and deletion of particular records according to their purpose. This policy does not itself implement automatic deletion from company email accounts or internal systems.

5. Recipients

Data may be accessible to authorised staff and providers of the website system, hosting, IT support and email services. Depending on the enquiry or contract, recipients may also include professional advisers and parties involved in the requested service. Data is disclosed to public authorities where required or permitted by law.

Membership of the MPR Holding group does not itself provide a legal basis for unrestricted data sharing. Each disclosure must have a specific purpose, be limited to what is necessary and have an appropriate legal basis. A supplier acting as a processor must be engaged in accordance with Article 28 GDPR.

The website uses the solidpixels content management system. Google analytics, maps and remote font services may receive technical connection information. Google Analytics supports measurement on our instructions; for other services the provider may also act as an independent controller under the relevant service terms. Data is not automatically disclosed to every group company. You may request information about the specific recipients of your data from the controller’s contact email.

6. Transfers outside the European Economic Area

International providers, particularly Google, may process data outside the EEA, including in the United States. Any such transfer must rely on a valid adequacy decision or appropriate safeguards under Chapter V GDPR, such as standard contractual clauses and any necessary supplementary measures.

Google’s transfer rules describe adequacy decisions, the EU-U.S. Data Privacy Framework for certified US entities, and standard contractual clauses where a transfer is not covered by an adequacy decision. Current information about those mechanisms and obtaining copies of safeguards: policies.google.com/privacy/frameworks. You may also contact gdpr@prazskerezidence.cz for information about a transfer relating to your particular request and the safeguards available.

7. Cookies and external content

Necessary functions: the content management system uses technical mechanisms for forms, security and login. Your measurement choice is saved in browser local storage (localStorage, key pr_privacy_choice_v1) solely to remember that choice; it is not an advertising identifier. The website treats the choice as expired after 365 days for acceptance or 180 days for rejection. Clearing website data in your browser removes it.

Analytics only with consent: we use Google Analytics 4 to measure website traffic under Article 6(1)(a) GDPR. Its script loads only after analytics is allowed. It mainly uses _ga and _ga_VVHK3PW5GH cookies to distinguish visits and sessions; the measurement configuration limits their lifetime to 365 days, which may renew on a later visit with consent. This is the maximum browser cookie lifetime, not a statement about retention of all data on the provider’s servers.

Rejecting or changing your choice: use Reject analytics, Allow analytics or Show settings in the notice. Analytics is not preselected. You may change your choice at any time through **Cookie settings in the footer**. After withdrawal, further measurement is disabled and the script does not load on the refreshed page; accessible analytics cookies for the domain are removed. The Google Tag Manager advertising container and legacy Universal Analytics do not start automatically in this configuration. Advertising signals and personalisation are disabled in the new measurement setup.

External content: the Contact page includes Google Maps; fonts and other visual content may be loaded from external servers. Loading them may disclose your IP address and browser information to their providers. The analytics choice controls traffic measurement, not all connections to external services. Google information: policies.google.com/privacy.

8. Your rights and how to exercise them

Subject to the conditions in the GDPR, you have rights of access and a copy, rectification, erasure, restriction of processing and data portability. **You may object to processing based on legitimate interests on grounds relating to your particular situation, and may object to direct marketing at any time.** You may withdraw consent at any time without affecting the lawfulness of earlier processing. The availability of each right depends on the purpose and legal basis.

Send requests to gdpr@prazskerezidence.cz or our registered office. We will respond without undue delay, normally within one month. For complex or numerous requests, this period may be extended by two further months; we will explain the extension and reasons within the first month. Identity checks are limited to what is necessary and proportionate. Requests are handled free of charge, subject to the exceptions in the GDPR.

You may complain to a supervisory authority, particularly in the country of your habitual residence, place of work or alleged infringement. In the Czech Republic: **Office for Personal Data Protection (Úřad pro ochranu osobních údajů)**, Pplk. Sochora 27, 170 00 Prague 7, posta@uoou.gov.cz, uoou.gov.cz.

9. Automated decisions and updates

The company’s existing statement says that enquiry data is not used for decisions based solely on automated processing that produce legal or similarly significant effects. Measurement and advertising technologies, including any profiling, must be assessed separately. Appropriate information must be provided in advance if the processing purpose changes.

This version is effective from 28 October 2026 and replaces the previous general statement on this website. The Czech and English versions have equivalent substantive content. The current notice is available through the footer and contact form links. Material changes to purposes or services will be reflected in updated information.