

Consent to the Processing of Personal Data for Marketing Purposes

In accordance with 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, and repealing Directive 95/46/EC (General Data Protection Regulation) ("GDPR"), I hereby grant my consent to Penta Clinic s.r.o., with its registered office at Na Florenci 2116/15, Nové Město, 110 00 Praha 1, identification number 61854093, registered in the Commercial Register maintained by the Municipal Court in Prague under file no. C 31359 (hereinafter referred to as the "Controller"), as the operator of the portal "online portal of Poliklinika Florenc" located at www.poliklinikaflorenc.cz (hereinafter referred to as the "Portal"), to process my personal data to the extent collected by the Controller in the course of operating the Portal and the website www.poliklinikaflorenc.cz, for the purpose of being contacted by the Controller with marketing offers of discounts, benefits or other promotions and with information about the products and services of the Controller, persons financially or personally affiliated with it, and its business partners. I acknowledge that in this context the Controller will carry out profiling (in particular based on data concerning my activities on the Portal, my preferences and the manner in which I use the website www.poliklinikaflorenc.cz), for the purpose of selecting appropriate offers and ensuring user comfort and full functionality of the website.

The provision of personal data is voluntary and I may withdraw the consent granted at any time. The personal data shall be processed by the Controller for the above-stated purpose until the withdrawal of my consent, but for no longer than 5 years from my last visit to the Portal. I acknowledge that following the withdrawal of consent, the Controller may use my personal data to a limited extent on the basis of a legitimate interest (protection of the Controller's rights). The potential withdrawal of consent shall, however, not affect the lawfulness of the processing of personal data carried out prior to such withdrawal.

The processing of my personal data is carried out on the basis of this consent. I have the right to request from the Controller access to my personal data, including the right to receive a copy thereof, their rectification or erasure, restriction of their processing, or the right to object to processing (including objections to the dissemination of commercial communications), and the right to data portability. Any of these rights may be exercised with the Controller at the address Penta Clinic s.r.o., with its registered office at Na Florenci 2116/15, Nové Město, 110 00 Praha 1, on the information line tel. +420 790 100 777 (calls are charged in accordance with the price list of the relevant operator) or by letter to the address of the Controller's registered office. The dissemination of commercial communications by electronic means may also be discontinued in the manner indicated in each individual commercial communication.

The provision of personal data is necessary for the fulfilment of the above-stated purpose. If I therefore do not grant consent or withdraw the consent already granted, I will not be contacted by the Controller for marketing purposes. However, the granting of consent is not necessary for the completion of a transaction in the e-shop.

I acknowledge that the recipients of my personal data may include persons/companies involved in the operation of the Portal (in particular IT support) and further processors participating in the preparation and dispatch of marketing materials and providing information technology and communications services.

Further information on the processing of personal data in connection with the operation of the Portal, the exercise of rights and the processors is available at www.poliklinikaflorenc.cz.

If you consider that the processing of your personal data has resulted in a breach of the GDPR, you may lodge a complaint with the supervisory authority – the Office for Personal Data Protection, with its registered office at Pplk. Sochora 27, 170 00 Praha 7, tel: +420 234 665 111, www.uoou.cz.

The Controller has appointed a Data Protection Officer, who may be contacted by e-mail at renata.mackova@kplusm.cz or by letter to the address of the Controller's registered office.