

# PRIVACY POLICY (GDPR) – Maratón s.r.o.

## 1. Identification of the operator

Maratón s.r.o. processes personal data in accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council on the protection of natural persons with regard to the processing of personal data and on the free movement of such data (hereinafter referred to as the "GDPR") and Act No. 18/2018 Coll. on the protection of personal data and on amendments to certain acts.

- **Business name:** Maratón s.r.o.
- **Registered office:** Strojárska 11A, 040 01 Košice
- **Company ID:** 36570796
- **Privacy Email:** [recepacia@hotelmaraton.sk](mailto:recepacia@hotelmaraton.sk)

## 2. Purpose and legal basis for the processing of personal data

The Controller processes the personal data of data subjects for the following purposes:

### Booking arrangement and provision of accommodation services

- **Purpose:** Processing and confirming the accommodation reservation, communicating with the customer within the framework of pre-contractual relationships, carrying out the accommodation process (check-in and check-out) and processing related payments.
- **Legal basis: Performance of a** contract to which the data subject is a party or implementation of measures prior to the conclusion of a contract pursuant to Article 6(1)(b) of the GDPR. The provision of this data is a necessary requirement for entering into a contractual relationship.

### Compliance with legal obligations

- **Purpose:** Keeping proper accounting and archiving of documents, fulfilment of the reporting obligation towards the Foreign Police when accommodating foreigners and administration of local taxes for accommodation for the needs of the municipality.

- **Legal basis:** Fulfilment of the legal obligation of the controller pursuant to Article 6 (1) (c) of the GDPR in conjunction with special regulations (e.g. Accounting Act, Act on the Residence of Foreign Nationals).

### Marketing and sending newsletters

- **Purpose:** Informing about current offers, news and services of the hotel by means of electronic communication.
- **Legal basis:** Consent of the data subject pursuant to Article 6(1)(a) of the GDPR. In the case of existing customers, the processing may take place on the basis of the legitimate interest of the controller pursuant to Article 6(1)(f) of the GDPR. The consent given is voluntary and can be revoked at any time.

### Resolution of complaints and legal disputes

- **Purpose:** Handling received complaints, complaints of accommodation services and protection, proving or asserting legal claims of the operator in case of disputes.
- **Legal basis:** The legitimate interest of the controller pursuant to Article 6 (1) (f) of the GDPR consisting in the protection of the company's property and legal interests.

## 3. Scope of processed data

The Controller processes only those personal data that are necessary to achieve the specific purpose of processing:

- **Identification data:** name, surname, title.
- **Contact details:** e-mail address, telephone number, permanent address or other correspondence address.
- **Residence data:** date and length of stay, type of room selected, number of people and specific requirements (e.g. dietary restrictions).
- **Payment details:** information about the transaction carried out and the method of payment. Important note: the operator does not process full payment card numbers; These are processed exclusively through a secure and certified third-party payment gateway.

## 4. Recipients of personal data

As part of the fulfilment of contractual and legal obligations, personal data may be provided to the following entities:

- **Payment service providers:** Entities providing technical payment execution, in particular Global Payments and cooperating banking institutions.
- **Processors:** External entities that process data on behalf of the controller on the basis of a contractual mandate (external accounting office, IT technical support providers, operator of the online reservation system and cooperating marketing agencies).
- **State and public authorities:** Entities to which the controller is obliged to provide data by law (Foreign Police of the Slovak Republic, relevant municipalities for the purposes of the local fee and the Tax Office of the Slovak Republic).

## 5. Data retention period

Personal data is stored in accordance with the principle of minimization of storage for the period necessary to achieve the purpose of:

- **Contractual data:** It is stored for the duration of the contractual relationship and thereafter for the period necessary to assert any legal claims.
- **Accounting and tax documents:** They are archived for a period of 10 years following the year to which they relate, in accordance with the Accounting Act.
- **Marketing data:** They are processed for a period of 3 years from the granting of consent or the last provision of the service, or until the moment of withdrawal of consent or submission of objection to processing.

Upon expiry of these time limits or after the loss of the legal basis, the controller shall ensure the secure deletion or anonymisation of the data.

## 6. Rights of the data subject

The data subject has the following rights in relation to the processing of his or her data:

- **Right of access:** The right to obtain confirmation as to whether the data is being processed and the right to access this data, including information on the categories of data processed and the recipients.
- **Right to rectification:** The right to have inaccurate data rectified or incomplete personal data completed without delay.
- **Right to erasure (right to be forgotten):** The right to request the deletion of data if it is no longer necessary for the specified purposes, if consent has been withdrawn or if the data has been unlawfully processed.
- **Right to restriction of processing:** The right to temporarily suspend data processing in the cases defined in Article 18 of the GDPR.

- **Right to portability:** The right to receive data in a structured, commonly used and machine-readable format and the right to transfer this data to another controller.
- **Right to object:** The right to object at any time to processing that is carried out on the legal basis of legitimate interest, including direct marketing.
- **Right to lodge a complaint:** If the data subject believes that his/her rights have been violated, he/she has the right to file a complaint or a motion to initiate proceedings with the supervisory authority, which is the Office for Personal Data Protection of the Slovak Republic, with its registered office at Hraničná 12, 820 07 Bratislava ([www.dataprotection.gov.sk](http://www.dataprotection.gov.sk)).

## 7. Cookies

The Operator's website uses cookies to ensure the necessary technical functionality (especially during the online booking process) and for the purposes of statistical analysis of traffic. The processing of optional (analytical and marketing) cookies is only possible with your consent. You can change your cookie settings at any time in the settings of your internet browser or via the interactive cookie bar located on the website.

## 8. Final provisions

This Privacy Policy is valid and effective from 1.4.2026. The Operator reserves the right to change or update this document, in particular in the event of legislative changes in the field of privacy protection. The current wording of the policy will always be published on the operator's website.