

Protection of personal data

Information about processing personal data and instructions on rights associated with the protection of personal data.

1. Introduction

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 (Regulation), repealing Directive 95/46/EC, also known as GDPR (General Data Protection Regulation), is a comprehensive set of rules regarding the protection of data in the EU. It went into effect on 25 May 2018. In the Czech Republic it is specified in legislation in the form of Act 110/2019, on personal data processing.

2. Identity and contact details of the controller and the controller's representative

Plzeňské městské dopravní podniky, a.s. ("PMDP")

Registered office: Denisovo nábřeží 920/12, Východní Předměstí, 301 00 Pilsen

Registration No.: 25220683

Tax ID: CZ25220683

Registered in the Commercial Register maintained by the Regional Court in Pilsen under file B710

Data protection officer: Martin Chval

Email: poverenec@pmdp.cz

Mobile: +420 724 361 999

You may also use the PMDP information hotline for contact regarding personal data protection on tel +420 371 655 600 (Mo Fr, 7:00 a.m. – 6:00 p.m.).

3. Rules and scope of personal data processing at the company

We process your personal data in the scope that is necessary for us to provide the service you are using. Each processing is performed in accordance with GDPR and valid legislation, and only for the pre-designated purpose and based on the relevant legal basis. The most frequent purposes of the processing include but are not limited to:

- Keeping records of users of the Pilsen Card system;
- Keeping records of users of the Pilsen Ticket system;
- Keeping records of "fare hoppers";
- Operating an online store offering promotional items;
- Publishing a newsletter.

In so doing, the company focuses on complying with the basic principles of lawfulness, fairness, transparency, purpose limitation, data minimisation, accuracy, storage limitation, integrity and confidentiality, and accountability of the controller. The rules for processing personal data are defined in the company's internal guidelines.

PMDP processes personal data in the following categories:

- Identification data;
- Address data;
- Descriptive data;
- Data on service usage;

- Data about third parties (such as legal guardians for minors).

PMDP does not process special categories of personal data, such as information regarding ethnic origin, membership in political parties, religious persuasion, etc.

We store your personal data only for the period absolutely necessary and archive the data in accordance with the legal time frames prescribed by law. We process the data for the duration of the contractual relationship or other legal basis. After losing the legal reason, we will destroy or anonymise the personal data. We have strict internal guidelines in place that verify the legality of holding personal data, and we do not hold data longer than necessary for the purpose of processing.

PMDP also processes your personal data to ensure the protection of the legitimate interests of PMDP, whereby such processing does not require the data subjects' consent. We always carefully examine the existence of a legitimate interest.

4. Recipients and processors

We process and store the personal data you have provided to us primarily within PMDP. When processing certain data, we also work with external processors. We carefully select the subjects who work with us based on the guarantees they provide that ensure the technical and organisational protection of personal data transferred by us. Processing personal data for PMDP may be performed by processors solely on the basis of a personal data processing agreement. For example, your data are transferred to the following processors:

- Pilsen Card partners (which accept e-cash);
- Pilsen Ticket partners (cultural event organisers and sellers);
- Operator of the Pilsen Card Billing Centre;
- Provider of municipal ICT services.

Recipients of personal data may also be courts, bailiffs, public authorities, Police of the Czech Republic, etc.

PMDP does not transmit data to third countries.

5. Instruction on the rights of data subjects

If the processing of personal data is based on consent to the processing of personal data provided by you, you have the right to withdraw your consent at any time.

You have the right to access personal data relating to you: you have the right to submit a request for information as to whether and to what extent your personal data are processed at PMDP. The company will provide you with a copy or extract of the processing of personal data.

You have the right to obtain from PMDP without undue delay the rectification of inaccurate personal data concerning you. Taking into account the purposes of processing, you have the right to have incomplete personal data completed, including by means of providing a supplementary statement.

You have the right to erasure of personal data that you provided to PMDP based on your consent with processing personal data.

You have the right to restrict PMDP's processing of personal data when provided for by the General Data Protection Regulation. You have the right to object to the processing of any personal data relating to you if PMDP processes personal data for the following reasons:

- Processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in PMDP;
- Processing is necessary for the purposes of the legitimate interests of PMDP or a third party,
- For direct marketing,
- For scientific or historical research purposes or statistical purposes.

The rights described above are handled at your written request and against verification of the presented identification data, to ensure against disclosure of another person's data. This request may be submitted in person on pre-written forms at the PMDP Customer Service Centre, Denisovo nábřeží 12, Pilsen.

If you suspect that your personal data is not being handled in accordance with valid legislation, you have the right to inform the PMDP representative of this fact at the above address. If this does not correct the situation, you are entitled to submit a complaint to the supervisory authority:

Office for Personal Data Protection:
Pplk. Sochora 27
170 00 Prague 7
Tel: +420 234 665 111