

## Terms of processing of personal data for marketing purposes

By clicking on the „agree“ button you, as a data subject, give your voluntary and explicit consent to the operator to the processing of personal data in accordance with Article 13 (1a) of Act No. 18/2018 Coll. on the Protection of Personal Data and on the amendment to certain acts (hereinafter referred to as "the Act") and Art. 6 (1a) of European Parliament and Council Regulation (EU) 2016/679 on the protection of individuals with regard to the processing of personal data and on the free movement of such data (hereinafter referred to as the "Regulation")

You can revoke your consent at any time via email [info@visitliptov.sk](mailto:info@visitliptov.sk) by sending a request to the operator's address) Klaster LIPTOV - združenie cestovného ruchu, Štúrova 1989/41, 031 42 Liptovský Mikuláš. Revocation of the consent does not affect the lawfulness of the processing of personal data based on the consent prior to its revocation.

### **Additional information on the processing of your personal data pursuant to Articles 19 and 20 of the Act and Articles 13 and 14**

#### **Regulation:**

#### **Information about the processing of personal data for the information system: IS direct marketing**

**Information on the processing of personal data of data subjects pursuant to Articles 19 and 20 of the Act No. 18/2018 Coll. on the Protection of Personal Data and on the amendment to certain acts (hereinafter referred to as "the Act") and Articles No. 13 and 14 of European Parliament and Council Regulation (EU) 2016/679 on the protection of individuals with regard to the processing of personal data and on the free movement of such data (hereinafter referred to as the "Regulation").**

The purpose is to provide you with information about what personal data we process, how we deal with it, for which purposes we use it, whom we can provide it, where you can obtain information about your personal data and assert your rights in the processing of personal data.

#### **Identification data and contact details:**

An operator processing your personal data is Klaster LIPTOV – združenie cestovného ruchu, Štúrova 1989/41, 031 42 Liptovský Mikuláš, Company ID: 42 168 724, contact details ([info@visitliptov.sk](mailto:info@visitliptov.sk), +421 44 55 65 401).

**Contact details of the person responsible for the supervision of the processing of personal data:**  
[dpo4@proenergy.sk](mailto:dpo4@proenergy.sk)

#### **1. The purpose of the processing of personal data and a legal basis of the processing**

The purpose of processing personal data is: marketing (news, discounts, and other marketing offers)

Personal data are processed on the basis of: the voluntary consent of a data subject according to Article 13 (1a) of the Act and Art. 6 (1a) of the Regulation

#### **Legitimate interests of the operator or a third party**

The processing of personal data for the legitimate interests of the operator or a third party is not executed.

#### **2. Identification of the processed personal data and data subjects**

Data subjects, whose personal data are being processed, are: holders of the Liptov Region Card  
Scope of the personal data processed: name, surname, email address.

#### **3. Identification of beneficiaries, category of beneficiaries**

The operator may provide personal data to authorized entities such as institutions and organizations authorized by a specific legal regulation or to contractors (especially intermediaries), who have undertaken to accept reasonable safeguards to maintain the protection of processed personal data as follows:

Other authorized entity	generally binding legislation in accordance with Article 13 (1c) of Act No. 18/2018 Coll. on the Protection of Personal Data and on amendments to certain acts
OOCR Region Liptov, Štúrova 1989/41, 031 42 Liptovský Mikuláš IČO: 42219906	Article 34 of Act No. 18/2018 Coll. on the Protection of Personal Data and on amendments to certain acts

With the consent of the data subject or at his / her insistence, personal data may be provided to other recipients.

**4. Transmission of personal data to a third country / international organization**

Transmission to third countries or international organizations is not executed.

**5. Identification of a source which the personal data was obtained from**

Directly from the data subject (personally, by email, phone, operator's website)

**6. Retention period of personal data**

The operator processes personal data for the time necessary for the fulfilment of the purpose, but at the latest until the Liptov Region Card is valid.

**7. Profiling**

The operator processes personal data neither by profiling nor similarly based on automated individual decision making.

**8. Data subject rights**

The data subject has the right to require the operator to access the personal data processed, to rectify personal data, to delete or restrict the processing of personal data, to object to the processing of personal data, to inaction of automated individual decision making, including profiling, to the transmission of personal data, as well as to lodge a complaint with a supervisory authority. In the case where the operator processes personal data based on the consent of the data subject, the data subject has the right at any time to revoke the consent to the processing of personal data. Revocation of the consent does not affect the lawfulness of the processing of personal data based on the consent prior to its revocation. The data subject can assert his rights by sending an email to: [info@visitliptov.sk](mailto:info@visitliptov.sk) or in writing to the operator.

**9. Obligation to provide personal data**

The data subject provides his / her personal data on a voluntary basis, based on the consent (the consent is not a statutory / contractual requirement), and will not be informed about news, discounts or other marketing offers if failing to provide it.