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INFORMATION FOR THE PROCESSING OF PERSONAL DATA

Dear Clients,

we would like to hereby inform you that during the provision of medical services your personal data is processed by us in the scope necessary for fulfilling **our contractual and statutory obligations**; in case of the data of special category, i.e. data about your health condition, we process the data **for the purpose of providing the medical care and treatments** (including medical diagnostics).

In order to **protect our rights**, we will process your personal data appropriately also with respect to our legitimate interest. Provision of your personal data constitutes our **contractual obligation** or **results directly from laws**. Without your personal data we would not be able to provide you with medical care nor to fulfill our obligations determined in legal regulations.

Your biometric data may be processed for the purpose of electronic signing only on the basis of your **consent**, the same shall apply to your photos used for promotional purposes.

However, we can guarantee you **the safety of your personal data, as our priority is to process them according to legal principles**. If the processing is not based on a special consent, we will process your personal data **only for the purposes** determined in this document and **only for the period** stipulated in laws or for a reasonable period after the termination of the provision of medical services. Your personal data will not subject to automated decision making, including profiling.

Your personal data including data about your health condition is disclosed only for the provision of the best medical care to doctors and medical staff working in our clinic.

Further data important for billing services (i.e. identification or contact data, information about the price of services and billing information) is disclosed to external accounting offices for the purpose of bookkeeping and tax records.

Other recipients of personal data are only entities determined directly in certain laws, i.e. particularly your health insurance agency, other providers of medical or social services, in case it is necessary for providing the continuance of other medical or social services, persons that are entitled to have an access to your medical documentation, the State Institute for Drug Control as the founder of the Central Repository of Electronic Prescriptions, Institute of Health Information and Statistics of the Czech Republic as an administrator of National Health Information System, etc.

Your personal data is not transferred to third countries.

Processing of contact data

For the reason of our legitimate interest, we will send you information about incoming discounts or other current offers related to our services to the contact data determined by you (mobile phone, e-mail address, service address). Provision of your contact data for that purposes **is not obligatory** and in case you change your mind about it you can **cancel your consent** for this type of data processing at each time. As soon as your consent is cancelled, we will immediately refrain from processing the data.

On the basis of our mutual agreement, we will send you information about an incoming term for your check-up via e-mail, SMS or will contact you by phone.

Processing of your signature on the basis of your consent

In order to provide you with the best medical services, we keep your medical records in an electronic form, including your signature. Your signature in an electronic form may be recorded by means of biometric data. Your biometric data may be yet processed only on the basis of your consent. You can cancel your consent for the processing of biometric data at any time. After the cancellation we will not require your biometric signature. However you should bear in mind, that we will process the signatures generated before the consent was cancelled for the reason of fulfilling statutory obligations **related to the provision of medical care**, and also for the purpose of **determining, exercising and defending our legal claims**.

Processing of photos taken for the purpose of promotion on the basis of your consent

We would be glad to present our work to new patients on the basis of photos taken during the provision of our services to our clients. For that purpose we would like to present them the photos showing the patients' condition before and after treatments or some moments from the treatment itself. However your photos may be presented to other patients only on the basis of your explicit consent. You can cancel your consent for the processing of your photos at any time. In case of lack of your consent, we will take your photos only for the purpose of medical documentation according to legal regulations related to **the provision of medical care**.

Basic rights related to processing

You can access your personal data through your user account and password which will be provided to you as soon as your personal data is entered into our IT system (usually after your first enquiry, order for services or your first visit in our clinic) at the following website: <https://klient.primed.clinic>. There you can also download your personal data, verify its correctness, modify or complete it. You can exercise your rights also by using the following e-mail address: info@primed.clinic.

You have the following rights:

- the right to ask for information about categories of personal data that subjects to processing, purpose, period and character of processing as well as about recipients of your personal data;
- the right to ask for copies of processed personal data, also in machine-readable form;
- the right to ask for correcting, completing or deleting your personal data or for limiting the processing in case of fulfilling the conditions stipulated by legal regulations;
- the right to object to the processing of your personal data and the right to lodge a complaint with the supervisory authority, which in the Czech Republic is the Office for Personal Data Protection;
- the right to be informed about any breach of security of your personal data, when such breach is likely to result in a high risk for your rights and freedom.

PRIMED Clinic
MUDr. Martin Paciorek s.r.o.
personal data administrator