

## Principles of Data Protection

Dear Sir/Madam,

Thank you for visiting our website.

With effect from 25.5.2018, ARLETA IVF s.r.o. has implemented measures to ensure that the internal procedures within the company are in compliance with legal regulations, in particular the Regulation of the European Parliament and EU Council 2016/679 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).

**The purpose of the principles of data protection is to inform you about what information we process about you, for what reasons we collect it, how we deal with it and how it is protected.**

We would hereby like to ask you to carefully read through the following text.

### **Initial Information**

*Your personal data administrator is ARLETA IVF s.r.o., Komenského 702, Kostelec nad Orlicí, 517 41, Company Registration No. 27496724, incorporated by entry in the Commercial Register maintained by the Regional Court in Hradec Králové, Section C 22493 (hereinafter referred to as "ARLETA").*

Medical care cannot be provided without your personal data.

All personal information (i.e. name, address, telephone, e-mail, personal identity number, etc.) you disclose to us is deemed to be personal data and is protected against any misuse in accordance with the law. All employees are obligated to maintain confidentiality by law. ARLETA is obligated to maintain and keep the personal data, to ensure that it is sufficiently protected, and to not disclose it to any third parties, with the exception of entitled entities such as insurance companies, for the purposes of accounting for the provided medical care, and external suppliers or sub-providers of medical services (such as anaesthesiology, partner laboratories, etc.).

If a person requires information regarding the processing of their personal data, the administrator is obligated to provide the information without undue delay. The administrator is entitled to require reasonable payment for the provision of the information such that it does not exceed the costs incurred for the provision of the information.

### **What types of personal data do we collect?**

**Identification information and contact details** – this concerns first and last names, gender, personal identity number, date of birth, public health insurance number (unless this number is the patient's personal identity number), insurance company code, permanent address, correspondence address, telephone number, e-mail address, data box ID.

We need identification information in order to prevent the wrongful release of the results of your examinations. Your contact details also aid the timely disclosure of information regarding the progress of your treatment.

**Sensitive data** – this concerns information on your medical status, treatment methods, genetic test results, sexually transmitted disease tests, and information on the course(s) of treatment. This information is crucial for attending physicians and laboratory personnel in order to maintain the highest possible level of medical care.

**Transaction details** – this concerns all payments and settlements, including transaction and payment information.

### **Written and electronic communications**

By sending the order/filling in the intake questionnaire, you grant consent to the collection, maintenance and processing of your personal data in line with valid legislation and to the extent needed for the purposes of processing your personal data.

Personal data is maintained solely for the period determined by law (10 years; for donors up to 30 years).

Furthermore, you hereby grant your consent to receive information as part of the marketing activities of ARLETA (occasional news bulletins, invitations to events (including Balloon Sky), and other promotional offers) and consent to the sending of messages in electronic form.

### **How is personal data processed and protected?**

Medical documentation is maintained in both paper and electronic forms.

ARLETA stores all personal data in electronic form on its own servers, which are subject to high levels of protection. Suitable technical and physical measures have been implemented to protect your personal data, including encryption, daily backups, and the restriction of access to authorised individuals only.

Personal data held in paper form is stored under the scrutiny of ARLETA's personnel department and outside working hours is locked and protected by alarms.

For further information, please do not hesitate to contact us by:

- mail or personally at the address: ARLETA IVF s.r.o., Komenského 702, Kostelec nad Orlicí, 517 41
- e-mail: [arleta@arleta.cz](mailto:arleta@arleta.cz)
- tel.: [+420 494 323 420](tel:+420494323420)