

Path: Home page > Main menu > Supervisory and decision-making activity Checking the use of cookies

## Public television

The subject of the control based on the control plan for 2020 was compliance with the obligations of the personal data administrator when processing the personal data of data subjects in connection with the use of cookies in the context of the operation of the website [www.ceskatelevize.cz](http://www.ceskatelevize.cz), and in particular the control of the fulfillment of obligations according to Articles 6, 7, Articles 11-19 of Regulation (EU) 2016/679 and to the extent corresponding obligations under Article 5 of Regulation (EU) 2016/679.

Czech Television uses cookies in connection with the operation of the website [www.ceskatelevize.cz](http://www.ceskatelevize.cz).

The declared purpose of processing cookies is "anonymous tracking of users on the Czech Television website, measurement of viewing of programs or marketing purposes", while the means for processing personal data are services used by the controlled person in order to fulfill the stated purposes.

The basic control finding is the fact that the legislator of the Czech Republic did not respond sufficiently to the amendment of Article 5, Paragraph 3 of the Directive 2002/58/EC, which changed the OPT-OUT system to OPT-IN, i.e., the administrator of personal data must first obtain the consent of the data subjects according to the rules of Article 4 point 11 of Regulation (EU) 2016/679 and may process personal data in the form of cookies for marketing purposes only after obtaining consent.

The processing of personal data (cookies) by Czech Television takes place in accordance with the requirements of § 89 paragraph 3 of Act No. 127/2005 Coll., on electronic communications, as the controlled person informs the user about the scope and purpose of their processing and also offers them the possibility of such processing refuse, while these conditions are fulfilled by the controlled person by proceeding in accordance with Articles 12-14 of Regulation (EU) 2016/679.

The inspection verified that the inspected person has adopted technical and organizational measures in accordance with Article 32 of Regulation (EU) 2016/679, which was evidenced by the decision of the general director,

"Rules for the processing of personal data"

, effective from 25 May 2018, which apply, among other things, to the processing of cookies.

ContextLocation: Document folders > Site map > Main menu > Supervisory and decision-making activities > Completed inspections > Inspections for the year 2020 > Inspection activities in the field of personal data protection - 1st semester > IT technology > Inspection of the use of cookiesView current documents | document archive | documents including the archive