Processing ticket orders (ticket.dinopark.cz)	Contract performance (Art. 6(1)(b) GDPR)	First name, last name, email, postal code, order details, PDF ticket, QR code, IP address	10 years (accounting obligation)
Processing product orders (dinopark.cz/cs/e-shop)	Contract performance	First name, last name, address, phone, email, order details	10 years
Registration and management of customer account	Contract performance / legitimate interest	First name, last name, email, address, phone, hashed password	For the duration of the account + 3 years after deletion
Sending newsletters	Consent	Email, activity data (opens, clicks)	Until consent is withdrawn + 3 years archiving
Marketing (personalised advertising)	Consent	Marketing cookies, IP address, online identifiers	According to Cookie Policy (usually 3–13 months)
Analytics and website statistics	Consent (analytics cookies) / legitimate interest (anonymous statistics)	Analytics cookies, truncated IP address, technical data	According to Cookie Policy (usually 6–13 months)
Technical functioning of the website	Legitimate interest	Technical cookies, IP address, browser data	For the session / max. 1 year
Website security and fraud prevention	Legitimate interest	IP address, server logs	30 days – 6 months (recommended: 3 months)
Handling contact form inquiries	Legitimate interest / contract performance	First name, email, phone, message content	6 months – 1 year
Competitions and surveys	Contract performance / legitimate interest / consent	First name, email, postal code, phone (if needed)	Duration of competition + 1 year
Archiving consents	Legal obligation / legitimate interest	Email, consent record	3 years after withdrawal
Accounting and tax obligations	Legal obligation	Order data	10 years
CCTV recordings	Legitimate interest (Art. 6(1)(f) GDPR	Protection of property, crime prevention, protection of life and health	72 hours