

Bahia Principe Rewards programme Privacy Policy

VERSIÓN: 2.0

This privacy policy applies to the Bahía Príncipe Rewards programme.

Please read it carefully. You will find important information on the processing of your personal data and the rights conferred to you by applicable regulations in force.

We reserve the right to update our privacy policy at any time according to business decisions and to comply with any changes in legislation or case law. If you have any doubts or require any clarification regarding our Privacy Policy or your rights, you may contact us through the channels indicated below.

1. Who is the data controller?

The data controller of your data is MANAGEMENT HOTELERO PIÑERO S.L., with Tax ID number B57211732 and registered address at Plaza Mediterráneo nº5 Ed. Neptuno 07014 - Palma de Mallorca, management entity for Grupo Piñero brands and loyalty programmes.

You can contact the Grupo Piñero Data Protection Officer at dpd.privacy@grupo-pinero.com

2. What personal information do we obtain?

The data we process are obtained:

- From forms filled out and requests sent by you to GRUPO PIÑERO companies;
- From the information generated by your activity as an agent related to Grupo Piñero tourist products;
- From your participation in commercial campaigns, e.g., competitions or promotions.

The data categories we process are typically:

- Identification and contact details;
- Personal characteristics;
- Economic data and on transactions; data on past bookings processed;
- Data on past contact with the group;
- Consolidated data generated by browsing as a user on our websites.

3. For what purposes do we process these data?

We process your data for the following purposes:

- Managing your participation in the Bahía Príncipe Rewards loyalty programme for agents in accordance with the terms and conditions
- Preparing and analysing the commercial and professional profile of agents in order to better understand those who market our products and attempt to improve your experience with us
- Sending commercial and professional communications adapted to your profile
- Preparing and sending special offers to reward your dedication, in accordance with the terms and conditions of the Bahía Príncipe Rewards programme
- Managing and improving the quality of our processes and our products

4. Who may we transfer your data to?

We will only transfer your data under legal obligation or with your prior consent.

5. Legal basis for processing

The legal basis for processing is executing the contract established when you request to join the Grupo Piñero Bahía Príncipe Rewards loyalty programme.

Processing data for quality management purposes is based on our legitimate interest in improving our products and our services.

6. How long will your data be stored?

The profiles and data processed to manage your loyalty programme membership will be stored while you remain an agent and do not request removal from the programme.

Your contact details and history of bookings processed will be stored while you remain an agent and the data controller's legitimate interest in managing the quality of its products and its processes prevails.

7. What are your rights?

You are entitled to obtain confirmation of whether or not we are processing your personal data and, if we are, you have the right to access them. You may also request that your data are corrected when they are inaccurate, or completed when incomplete, as well as request their erasure when the data are no longer necessary for the purposes for which they were collected, among other reasons.

Under certain conditions and for reasons related to your specific situation, you may also oppose the processing of your data. In this case we will cease processing your data except for legal reasons that prevail over your interests, rights and freedoms, or to file, exercise or defend against claims.

Furthermore, you may withdraw your consent for specific purposes at any time and oppose the processing of your data for direct marketing purposes or commercial profiling. In this case we will cease processing your personal information for these purposes. Withdrawal of consent will not affect the legality of processing based on prior consent.

Furthermore, and under certain conditions, you may request the portability of your data so that they are transferred to another data controller.

You are also entitled to file a complaint with the Spanish Data Protection Authority or any other competent supervisory authority.

To exercise your rights, you must send a request together with a copy of your national identity document, or another valid identification document, by post or email to the addresses indicated in the 'Who is the data controller?' section.

More information on your rights and how to exercise them is available on the Spanish Data Protection Agency website at <http://www.agpd.es>.