

My Bahia Principe Privacy Policy

VERSIÓN: 2.0

This privacy policy applies to the My Bahía Príncipe 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?

Data used for profiling are obtained:

- From forms filled out and requests sent to GRUPO PIÑERO hotels and companies by you, for example, your bookings or requests for services;
- From the information provided to those hotels and companies to contract our services;
- From information generated by your stays at our hotels and providing the services contracted;
- From group guest and customer complaints and from satisfaction surveys;
- From profiles and analytics obtained from users browsing group websites, whether they are registered or not. This may involve the use of browsing tracking technologies (more information in our cookies policies);
- From your participation in commercial campaigns, e.g., competitions or promotions.

The data categories we process are typically:

- Identification and contact details;
- Personal data such as gender, date and country of birth, nationality, family status and language;
- Economic data and on transactions; data on past bookings and stays at our hotels;
- Data on past contact with the group;
- Data on claims and complaints sent: Name, origin of the claim, type and reason for claim, contact identification details, contact location details (telephone, mobile, email, etc.);
- Data on preferences and customer profile, and commercial monitoring data;
- Consolidated data generated by browsing on our websites.

3. For what purposes do we process these data?

We will process your data for the following purposes:

- Managing your participation in the My Bahía Príncipe loyalty programme in accordance with the terms and conditions
- Preparing and analysing the commercial profile of our customers and users in order to understand their tastes and preferences
- Customising our services and our commercial communications
- Preparing and sending special offers in accordance with your profile and the terms and conditions of the My Bahía Príncipe programme
- Analysing and improving the quality of our products and services

4. Who may we transfer your data to?

We will not transfer your data to third parties, except 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 My Bahía Príncipe loyalty programme.

Processing data for sending commercial communications and improving quality is based on our legitimate interest in promoting Grupo Piñero products and services, and managing their quality.

6. How long will your data be stored?

The profiles and data processed to manage your loyalty programme membership will be stored until you request removal from the programme.

Your contact details and the history of your transactions or interactions with Grupo Piñero companies will remain active while the data controller has a legitimate interest in managing the quality and promoting its products and services, or until the data subject requests erasure.

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.

In certain circumstances, you may request that the processing of your data is restricted. In this case we will only process the data affected to formulate, file or in defence of claims or to protect the rights of other individuals.

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>.