

PRIVACY POLICY RETAIL RESERVATIONS

Please read this privacy policy carefully. In it you will find important information about the processing of your personal data and the rights recognized by current regulations on the matter.

1. Who is the data controller?

The data controller of your data is VIAJES GTI GRUPO TURISTICO INTERNACIONAL SA (GTI), with CIF A30350714 (Grupo Piñero retail travel agency), and MANAGEMENT HOTELERO PIÑERO SL(MHP), with CIF B57211732, (company responsible for the management of the Piñero Group brands) both with address at Plaza Mediterráneo nº5 Ed. Neptuno 07014 - Palma de Mallorca

GTI is responsible for the treatments derived from the marketing as a retailer of travel and tourist services.

MHP is responsible for the consolidated treatment activities for the entire Piñero Group:

- Definition and control of the standards applied in the different business areas of the group;
- Quality management and improvement;
- Commercial exploitation of customer and user data from the different companies and brands of the Piñero Group: sending commercial communications, creating commercial profiles and personalizing services.

You can contact the Data Protection Officer of GRUPO PIÑERO at atdpd.privacy@grupo-pinero.com

2. What personal information do we obtain?

The data we process is that obtained:

- Of the information provided for contracting our services;

All this data is provided, either directly by you, or by third parties that process requests on your behalf, for example, tour operators or travel agencies that have processed your reservation.

The categories of data we process typically consist of:

- Identification and contact information, ID or passport and signature;
- Data on personal characteristics, such as gender, date and country of birth, nationality, family situation and language;
- Economic data and transactions of goods and services;
- Details of your reservation;

3. For what purposes do we process these data?

GTI will process your data for the management of your reservation and the correct development of the contracted service.

In the event that you send an email to the customer service department, your data will be processed in order to deal with your request. In order for this attention to take place efficiently and to put first those cases that may affect the service contracted by the customer, the e-mails will be processed by an artificial intelligence system that will assign a value from highest to lowest priority, applying the following criteria by order:

- Incidents in the service
- Requests for improvement
- New contracts
- Other queries

This system uses its ability to understand written language to identify the type of issue and allow Customer Service operators to quickly deal with requests that may be of greater urgency.

The processing only affects the order in which emails are dealt with by the customer service staff and has no effect on the outcome of the customer service, other than shortening or lengthening the time between the customer sending an email and it being dealt with by an operator.

The emails received are processed by a private instance of the conversational artificial intelligence service offered by AZURE in Europe, so there is no international transfer of data and there is no access to the information by third parties.

The information received will not be used to train the system.

You can consult the privacy conditions of the service provided by AZURE here: [Data, privacy, and security for Azure OpenAI Service - Azure AI services | Microsoft Learn](#)

For its part, MHP will process your data for the definition and control of standards as well as the management and improvement of quality at group level, the commercial management of the group's brands, the sending of commercial communications, the preparation of commercial profiles and the customization of services for all companies and brands of the Piñero Group

4. Who may we transfer your data to?

For the correct processing of the reservation, the data provided will necessarily be communicated to the destination hotels or to the companies whose services are included in the contracted tourism product. It may involve the transfer of your data to third countries when the aforementioned companies are located outside the European Economic Area.

5. Legal basis for processing.

The treatments carried out by GTI are based on the execution of the contract that is established when you acquire the tourist services that it markets.

The definition and control of standards, quality management and commercial management are based on MHP's legitimate interest in treating consolidated customer data from the different companies of the group for internal administrative and management control purposes, as well as to evaluate and promote the products and services of the brands and companies of the Piñero Group.

The creation of commercial profiles and their subsequent processing to offer you commercial communications or personalized services is based on your unequivocal consent, expressed at the time of providing the data or subsequently.

The sending of commercial communications by electronic means is based on your consent.

The withdrawal of these consents does not condition the provision of the contracted services nor will it affect the treatments carried out up to the moment of said withdrawal.

6. How long will your data be stored?

Once the services are provided, GTI will retain the data applying tax criteria.

The data processed by MHP for commercial purposes, management of standards in the group, quality management, including commercial profiles where appropriate, will be kept as long as its deletion is not requested. The media that confirms the existence of your consent for the processing of your data for the purposes that require it, such as signed forms, electronic form sending logs, check-in sheets,...., will be kept for the entire duration of the applicable treatments and prescription periods.

7. What are your rights?

You have the right to obtain confirmation of whether or not we are processing your personal data and, if so, access it. You can also request that your data be rectified when it is inaccurate or that incomplete data be completed, as well as request its deletion when, among other reasons, the data is no longer necessary for the purposes for which it was collected.

In certain circumstances, you may request the limitation of the processing of your data. In such case, we will only process the affected data for the formulation, exercise or defense of claims or with a view to protecting the rights of other people.

Under certain conditions and for reasons related to your particular situation, you may also object to the processing of your data. In this case we will stop processing the data, except for compelling legitimate reasons that prevail over your interests, rights and freedoms, or for the formulation, exercise or defense of claims.

Furthermore, you may revoke your consent at any time that had been lent for certain purposes and oppose the processing of your data for direct marketing purposes or the preparation of commercial profiles. In this case we will stop processing your personal information for these purposes. The withdrawal of your consent will not affect the legality of the treatment based on your prior consent.

Likewise, and under certain conditions, you may request the portability of your data so that it may be transmitted to another data controller.

You also have the right to file a claim with the Spanish Data Protection Agency or any other competent control authority.

To exercise your rights, you must send us a request accompanied by a copy of your national identity document or other valid document that identifies you by postal mail or email to the addresses indicated in the section Who is responsible for the processing of your data?

You can obtain more information about your rights and how to exercise them on the website of the Spanish Data Protection Agency at <http://www.agpd.es>.