

## PRIVACY POLICY

**1. USER INFORMATION****Who is the controller of your personal data?**

**HOTELES FERRER S.L.** is the Controller of the USER's personal data and informs him/her that these data shall be processed in accordance with the provisions of Regulation (EU) 2016/679 of 27 April (GDPR) and the Organic Law 3/2018 of 5 December (LOPDGDD).

**For what purpose do we process your personal data and why do we do it?**

Depending on the form from which we have obtained the personal data, we will process it confidentially for the following purposes:

**In the form Contact**

- Respond to queries or any type of request made by the user through any of the contact methods available at the controller's website.  
*(for the legitimate interest of the person in charge, art. 6.1.f GDPR)*
- Send commercial advertising communications by email, fax, SMS, MMS, social networks or by any other electronic or physical means, present or future, that make it possible to carry out commercial communications. These communications will be made by the controller and will be related to their products and services, or those of their partners or suppliers with whom they have reached a promotion agreement. In this case, the third parties will never have access to personal data.  
*(by the consent of the interested party, 6.1.a GDPR)*
- Conduct statistical analysis and market research.  
*(for the legitimate interest of the person in charge, art. 6.1.f GDPR)*

**In the form Newsletter**

- Send newsletters, news, offers and online promotions.  
*(by the consent of the interested party, 6.1.a GDPR)*

**In the form Solicita presupuesto**

- Send commercial quotes on products and services.  
*(for the execution of a contract or pre-contract, 6.1.b GDPR)*
- Send commercial advertising communications by email, fax, SMS, MMS, social networks or by any other electronic or physical means, present or future, that make it possible to carry out commercial communications. These communications will be made by the controller and will be related to their products and services, or those of their partners or suppliers with whom they have reached a promotion agreement. In this case, the third parties will never have access to personal data.  
*(by the consent of the interested party, 6.1.a GDPR)*

**In the form Currículums**

- To include the Data Subject in the process of selecting employees and carry out an analysis of the applicant's profile with the aim of selecting a candidate for the vacant position of the controller.  
*(by the consent of the interested party, 6.1.a GDPR)*

**In the form**

- Moderate and publish feedback on a publication on the website.  
(by the consent of the interested party, 6.1.a GDPR)

#### In the form **User register**

- Manage the user's account in order to provide personalised access to the website and the interactive services offered.  
(by the consent of the interested party, 6.1.a GDPR)

#### In the form **E-commerce**

- Manage the purchase or online order, process the payment and proceed with the shipment or activation of the same, based on the general contracting conditions.  
(for the execution of a contract or pre-contract, 6.1.b GDPR)
- Manage, maintain, improve or develop the services provided.  
(for the execution of a contract or pre-contract, 6.1.b GDPR)
- Conduct satisfaction and quality surveys.  
(for the legitimate interest of the person in charge, art. 6.1.f GDPR)

#### In the form

- Manage the loyalty card if requested.  
(by the consent of the interested party, 6.1.a GDPR)
- Send commercial advertising communications by email, fax, SMS, MMS, social networks or by any other electronic or physical means, present or future, that make it possible to carry out commercial communications. These communications will be made by the controller and will be related to their products and services, or those of their partners or suppliers with whom they have reached a promotion agreement. In this case, the third parties will never have access to personal data.  
(by the consent of the interested party, 6.1.a GDPR)
- Conduct statistical analysis and market research.  
(for the legitimate interest of the person in charge, art. 6.1.f GDPR)

#### In the form

- Participate in draws, competitions, special offers and other services provided by the data controller.  
(by the consent of the interested party, 6.1.a GDPR)
- Send commercial advertising communications by email, fax, SMS, MMS, social networks or by any other electronic or physical means, present or future, that make it possible to carry out commercial communications. These communications will be made by the controller and will be related to their products and services, or those of their partners or suppliers with whom they have reached a promotion agreement. In this case, the third parties will never have access to personal data.  
(by the consent of the interested party, 6.1.a GDPR)

#### In the form **Reservas**

- Formalise reservations in the controller's establishment.  
(for the execution of a contract or pre-contract, 6.1.b GDPR)
- Send commercial advertising communications by email, fax, SMS, MMS, social networks or by any other electronic or physical means, present or future, to customers, which enable commercial communications concerning products or services that are similar to those that were initially contracted with the customer (art. 21.2 LSSI).  
(for the legitimate interest of the person in charge, art. 6.1.f GDPR)

## Social networks

- Contact through Social Networks in order to maintain a relationship between the User and the Responsible, which may include the following operations: - Process your requests and queries. - Inform about activities and events. - Inform about products and/or services. - Interact through official profiles. The user has a profile on the same social network and has decided to join the Responsible Party's social network, thus showing their interest in the information published on it, therefore at the time of requesting to follow our official page, they provide us with your consent to the processing of your data. The User can access the privacy policies of the social network itself at any time, as well as configure their profile to guarantee their privacy. Once the User is a follower or has joined the Responsible Party's social network, they may publish comments, links, images, photographs or any other type of content supported by it. The User, in all cases, must be the owner of the published content, enjoy the copyright and intellectual property rights or have the consent of the affected third parties. - Sending commercial communications related to the activities of the Group companies, as well as companies outside the Group, with which commercial collaboration or intermediation agreements have been established. Más información sobre este texto de origen *Para obtener más información sobre la traducción, se necesita el texto de origen* Enviar comentarios Paneles laterales  
(*by the consent of the interested party, 6.1.a GDPR*)

## Instant messaging

- Schedule appointments and meetings with the controller.  
(*for the legitimate interest of the person in charge, art. 6.1.f GDPR*)
- Send commercial advertising communications by email, fax, SMS, MMS, social networks or by any other electronic or physical means, present or future, to customers, which enable commercial communications concerning products or services that are similar to those that were initially contracted with the customer (art. 21.2 LSSI).  
(*for the legitimate interest of the person in charge, art. 6.1.f GDPR*)
- Manage, maintain, improve or develop the services provided.  
(*for the execution of a contract or pre-contract, 6.1.b GDPR*)
- Manage the purchase or online order, process the payment and proceed with the shipment or activation of the same, based on the general contracting conditions.  
(*for the execution of a contract or pre-contract, 6.1.b GDPR*)
- Send commercial quotes on products and services.  
(*for the execution of a contract or pre-contract, 6.1.b GDPR*)
- Send commercial advertising communications by email, fax, SMS, MMS, social networks or by any other electronic or physical means, present or future, that make it possible to carry out commercial communications. These communications will be made by the controller and will be related to their products and services, or those of their partners or suppliers with whom they have reached a promotion agreement. In this case, the third parties will never have access to personal data.  
(*by the consent of the interested party, 6.1.a GDPR*)
- Respond to queries or any type of request made by the user through any of the contact methods available at the controller's website.

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*(for the legitimate interest of the person in charge, art. 6.1.f GDPR)*

#### **Video surveillance**

- Purpose Security and access control, labor control and internal activity Legitimation Public interest in security and access control and legitimate interest of the Responsible based on Art. 20.3 of the Workers' Statute Conservation A maximum of 30 days  
*(by the consent of the interested party, 6.1.a GDPR)*

#### **Images and recordings**

- File with static and/or dynamic images. Includes publication in the media of the data controller or third parties.  
*(by the consent of the interested party, 6.1.a GDPR)*

#### **Clients and suppliers**

- Business management with customers and suppliers  
*(for the legitimate interest of the person in charge, art. 6.1.f GDPR)*

#### **Advertising exclusion**

- Data management to avoid sending commercial communications to those who have expressed their refusal or opposition to receiving them.  
*(for compliance with a legal obligation, 6.1.c GDPR)*

#### **Commercial advertising**

- Advertising management and commercial prospecting. Includes data from legitimate publicly accessible

sources.

*(for the legitimate interest of the person in charge, art. 6.1.f GDPR)*

### **Right of the interested parties**

- Respond to requests from citizens in the exercise of the rights established by the GDPR  
*(for compliance with a legal obligation, 6.1.c GDPR)*

### **Money Laundering Prevention**

- Data management for the prevention of money laundering and financing of terrorism.  
*(for compliance with a legal obligation, 6.1.c GDPR)*

### **Users Web, app and other platforms of the person i**

- Identification data of the users who access the corporate website.  
*(for the legitimate interest of the person in charge, art. 6.1.f GDPR)*

### **Training, courses, workshops, activities or simila**

- Management of the conditions of access and use.  
*(for the legitimate interest of the person in charge, art. 6.1.f GDPR)*

### **Wi-Fi network connection**

- • Perform statistical analysis and market research. (for the legitimate interest of the person in charge, art. 6.1.f GDPR) • Conduct satisfaction and quality surveys. (for the legitimate interest of the person in charge, art. 6.1.f GDPR)

*(by the consent of the interested party, 6.1.a GDPR)*

#### **Data of minors or vulnerable**

- The person in charge will not collect or process personal data of children under fourteen years of age, without fully complying with the requirements established in the applicable data protection regulations, in relation to compliance with the duty to inform and obtaining any necessary consents. The data collected will be processed for the management of the informed purposes. The person in charge has the appropriate security measures for the security of these data.

*(by the consent of the interested party, 6.1.a GDPR)*

#### **Legal representatives and contact persons**

- In the event that you are the legal representative or contact person of any of the entities or persons with which the Foundation is related, the person in charge will process your data to control the development of the intended relationship.

*(by the consent of the interested party, 6.1.a GDPR)*

#### **For how long will we keep your personal data?**

Data shall be stored for no longer than is necessary to maintain the purpose of the processing or for as long as there are legal prescriptions dictating their custody, and when such purpose is no longer necessary the data shall be erased with appropriate security measures to ensure the anonymization of the data or their complete destruction.

#### **To whom do we disclose your personal data?**

No communication of personal data to third parties is foreseen except, if necessary for the development and execution of the purposes of the processing, to our suppliers of services related to communications, with which the CONTROLLER has signed the confidentiality and data processor contracts required by current privacy regulations.

#### **What are your rights?**

The rights of the USER are:

- Right to withdraw consent at any time.
- Right of access, rectification, portability and erasure of your data and the limitation or objection to their processing.

- The right to file a claim with the Spanish Supervisory Authority ([www.aepd.es](http://www.aepd.es)) if you consider that the processing does not comply with the current legislation.

**Contact information for exercising rights:**

HOTELES FERRER S.L.. C/ Ter, 21 3 - 07009 Palma (Illes Balears). E-mail: [info@ferrerhotels.com](mailto:info@ferrerhotels.com)

**2. COMPULSORY OR OPTIONAL NATURE OF THE INFORMATION PROVIDED BY THE USER**

The USERS, by marking the corresponding boxes and entering data in the fields, marked with an asterisk (\*) in the contact form or download forms, accept expressly and in a free and unequivocal way that their data are necessary for the supplier to meet their request, voluntarily providing their data in the remaining fields. The USER ensures that the personal data provided to the CONTROLLER are true and is responsible for communicating any changes to them.

The CONTROLLER informs that all data requested through the website are mandatory, as they are necessary for the provision of an optimal service to the USER. In the event that not all of the data is provided, there is no guarantee that the information and services provided will be completely adapted to the User's needs.

**3. SECURITY MEASURES**

That in accordance with the provisions of the current regulations on the protection of personal data, the CONTROLLER is complying with all the provisions of the GDPR and LOPDGDD regulations for processing the personal data for which they are responsible, and is manifestly complying with the principles described in Article 5 of the GDPR, by which they are processed in a lawful, fair and transparent manner in relation to the data subject and appropriate, relevant and limited to what is necessary in relation to the purposes for which they are processed.

The CONTROLLER guarantees that all appropriate technical and organisational policies have been implemented to apply the security measures established by GDPR and LOPDGDD in order to protect the rights and freedoms of the USERS, and has communicated the appropriate information for them to be able to exercise their rights and freedoms.

For more information about privacy safeguards, you can contact the DATA CONTROLLER via HOTELES FERRER S.L.. C/ Ter, 21 3 - 07009 Palma (Illes Balears). E-mail: [info@ferrerhotels.com](mailto:info@ferrerhotels.com)