

This privacy policy applies to the website www.hoteltorredelmar.com.

Please read it carefully. It contains important information about the processing of your personal data and the rights granted to you under current data protection regulations.

We reserve the right to update our privacy policy at any time due to business decisions, as well as to comply with any legislative or jurisprudential changes. If you have any questions or require clarification regarding our Privacy Policy or your rights, you may contact us through the channels indicated below.

You declare that the data you provide to us, now or in the future, are accurate and truthful and you undertake to inform us of any changes to them. If you provide personal data belonging to third parties, you undertake to obtain the prior consent of the affected persons and to inform them about the content of this policy.

The fields in our forms marked as mandatory must be completed in order to process your requests.

Who is responsible for processing your data?

The controller of the personal data collected on this website is:

Controller: HOTEL TORRE DEL MAR, S.A.

Postal address: Calle Carlos Román Ferrer s/n, Playa d'en Bossa, 07800 Ibiza

Telephone: 971 30 30 50

Fax: 971 30 40 60

Email: reservas@hoteltorredelmar.com

For what purposes will we process your data?

Management of the relationship with clients and users:

We process the data provided by our clients and users in their enquiries and reservation forms in order to handle their requests and manage the reservations made.

The data related to transactions carried out on the website will also be processed for accounting and administrative management purposes and to comply with our legal obligations in accounting and tax matters.

These processing activities are necessary for the performance of the accommodation contract or for the application of pre-contractual measures at the request of the data subjects.

Administration and management of website security:

We process browsing data (IP addresses or logs) to administer and manage the security of the website. This processing is based on our legitimate interest in ensuring website security. This interest is expressly recognized by Recital 49 of the GDPR. In balancing this interest against your rights and freedoms, it has been considered that this processing corresponds to generalized security practices and does not pose significant threats to data subjects.

Statistical purposes and quality management:

In order to evaluate and manage the quality of our services and products, we compile statistics based on website browsing data, e.g. IP address, weblogs, pages visited or actions performed on the website (more information in our cookie policy).

These processing activities are based on our legitimate interest in evaluating and managing the quality of our services. In balancing this interest against your rights and freedoms, it has been determined that the processing has a limited impact on the privacy of data subjects, corresponds to their reasonable expectations, and does not pose significant threats.

Sending commercial communications and management of mailing lists:

We process the identification and contact data provided by our clients and users to manage our mailing list and send communications related to our services.

To manage our mailing lists, we segment recipients based on their market or language. This processing consists of a simple classification according to objective criteria and is not intended to create commercial profiles, predictions, or behavioral analyses.

These processing activities are based on the consent requested from you. Failure to give consent or its withdrawal does not affect the execution of the order or the provision of contracted services.

You may unsubscribe from marketing communications at any time by activating the link provided for this purpose in our communications or by sending an email to: reservas@hoteltorredelmar.com.

Management of the loyalty program:

If you make a reservation using our loyalty discounts or check the corresponding box on the reservation form, we will process your identification data and transaction data related to your reservations on our website in order to identify you as a member of the loyalty program and manage the program by applying the corresponding discounts.

This processing is based on your consent. You may unsubscribe from the loyalty program at any time by sending an email to: reservas@hoteltorredelmar.com.

Publication of comments:

The data provided in the comment publication form on our blog will be processed to manage this functionality. The name, comment, and, where applicable, the website you indicate will be published on the website. We recommend that you exercise special caution when deciding to publish comments or share personal information.

These processing activities are necessary for the provision of the requested service.

We collect your email address to manage possible liabilities arising from the use of the comment publication functionality. This processing is based on our legitimate interest in identifying the authors of comments in the event of possible breaches of website terms of use or the commission of offenses. In balancing this interest against your rights and freedoms, the following elements have been taken into account: this processing is necessary for managing a participatory functionality in order to protect the interests of third parties who may be affected by published comments, corresponds to generalized security practices, does not violate the reasonable expectations of data subjects, and does not pose significant threats.

The use of participatory functionalities made available on the website will be carried out under the sole responsibility of the users. In accordance with Article 16.1 of Law 34/2002 of July 11, on information society services and electronic commerce, HOTEL TORRE DEL MAR, S.A. is not responsible for the information stored at the request of users, particularly regarding opinions expressed, nor for the accuracy, quality, reliability, or correctness of the information provided by users. HOTEL TORRE DEL MAR, S.A. reserves the right to remove or not publish any comments or contributions that do not comply with these terms of use, especially those that violate human dignity, are discriminatory, xenophobic, racist, pornographic, that threaten youth or childhood, public order or security, or that, in its judgment, are not appropriate.

How long will we keep your data?

As a general rule, we retain your data for the duration of the relationship you maintain with us and, in any case, for the periods required by applicable legal provisions, for example, in accounting and tax matters, and for the time necessary to address potential liabilities arising from the processing. We will delete your data when they are no longer necessary or relevant for the purposes for which they were collected. Access logs to restricted areas of the website will be deleted one month after their creation. Information related to browsing will be deleted once the web session ends and statistics have been generated. Data processed for commercial purposes, including those related to the loyalty program, will be kept until you request their deletion.

To whom may we disclose your data?

Your data will only be disclosed to third parties by legal obligation, with your prior consent, or when your request implies such disclosure.

What are your rights?

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

In certain circumstances, you may request the restriction of the processing of your data. In such cases, we will only process the affected data for the establishment, exercise, or defense of legal claims or for the protection of the rights of other persons. 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 unless there are compelling legitimate grounds that override your interests, rights, and freedoms, or for the establishment, exercise, or defense of legal claims. Under certain conditions, you may also request the portability of your data so that they may be transferred to another controller.

You also have the right to object to automated individual decision-making that produces legal effects concerning you or similarly significantly affects you, when such a right applies in accordance with Article 22 of Regulation (EU) 2016/679.

You may withdraw the consent you have given for specific purposes at any time, without affecting the lawfulness of processing based on consent prior to its withdrawal, and you may lodge a complaint with the Spanish Data Protection Agency or any other supervisory authority. You may consult the list and contact details of European data protection authorities on the European Commission website at:

http://ec.europa.eu/newsroom/article29/item-detail.cfm?item_id=612080.

To exercise your rights, you must send us 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 section "Who is responsible for processing your data?".

You can obtain more information about your rights and how to exercise them on the Spanish Data Protection Agency's website at:

<http://www.aepd.es>.