

Privacy Policy

This "Privacy Policy" includes the rules that govern the collection and processing of personal data by Arrecife Hoteles SL and guarantees that these data collection and processing tasks will comply, at all times, complying with the data protection of personal nature as established in Regulation (EU) 2016/679 of the European Parliament and of the Council of April 27, 2016 and Organic Law 3/2018, of December 5, on the Protection of Personal Data and Guarantee of Digital Rights

In our Privacy Policy

- 1) We respect your privacy and your choices.
- 2) The privacy and security of your data are incorporated into our policy.
- 3) We send marketing communications unless they are requested to be canceled.
- 4) We never offer or transfer your data, without your express consent.
- 5) We assume a commitment to transparency about the use of your data.

By contracting our services you are authorizing us to transfer your personal data to the company FLEXMYROOM INSURETECH, S.L., domiciled in Benidorm (03503 – Alicante), Calle Gerona, 13, Local CA 18, and with CIF number B42687616, with the sole purpose of protecting your reservation enjoying the services and insurance products offered. Only the data strictly necessary for the activation of the insurance (name and surname, identity number, postal address and contact information) will be transferred, in our common interest. This entity will cancel your personal data when the service has ended and the legally established deadlines have been met. You can exercise your rights of access, rectification, deletion, limitation of treatment, data portability, and opposition to treatment and not be subject to automated decisions at the email address datos@flexmyroom.com

- 6) We do not use your data without having informed you or having requested your consent.
- 7) We respect your rights as established in the regulations and in accordance with our own legal and operational responsibilities.

To obtain more information about our privacy practices, below, we establish what types of personal data we can collect or maintain about you, how we can use it, with whom we can share it, how we protect it, and how you can exercise your rights regarding such data. .

When you share your personal data with us or when we collect personal data about you, we use it in accordance with this Privacy Policy (hereinafter the "Policy"). If you have any questions or concerns about your personal data, contact us at Parque Islas Canarias, s/n in Arrecife de Lanzarote, Spain.

1. WHO ARE WE?

Promotora Inmobiliaria Parque Islas Canarias, S.L. with address in Parque Islas Canarias, s/n in Arrecife de Lanzarote, Spain, with NIF B-35454628 is responsible for the personal data that you share with us. Therefore, Arrecife Hoteles S.L is responsible for data processing for the purposes of the applicable regulations on data protection.

2. PERSONAL DATA

Personal Data is understood to be any information or data that can identify you directly (for example, your name or surname) or indirectly (for example, your national identity document or D.N.I.). Personal Data includes information such as email / home postal addresses / mobile phone, user names, profile images, personal preferences, user-generated content, among others. This Policy covers all personal data collected and used by Promotora Inmobiliaria Parque Islas Canarias, S.L.

3. COLLECTION OF PERSONAL DATA AND PURPOSES OF THE TREATMENT

Remember that before you start using any of our services or functionalities, you should read this Policy. Failure to provide certain information indicated as mandatory may mean that it is not possible to manage your registration as a user or the use of certain functionalities or services available.

What data can we collect from you?

We can collect or receive your data through our websites, forms, applications, devices, among others. In some cases, you provide us with your Personal Data directly (for example, when you contact us), in other cases we collect it (for example, using cookies to understand how you use our websites) or, on other occasions, indirectly when we receive your data from other third parties, including other entities associated with Promotora Inmobiliaria Parque Islas Canarias, S.L.

What is the legal basis for the Processing of your Personal Data?

- Your consent
- Our legitimate interest, which can be:
 - o Allow the operation of our website / applications through technical and functional cookies: keep our tools (websites / applications / devices) safe and secure and ensure that they function correctly and continuously improve.
 - o Offer our customer service.
- In the event that a contract is formalized: perform the services you request;
- Compliance with legal obligations that involve the processing of personal data.

4. PROFILES

When we send or show personalized communications or content, we may use some techniques classified as "profiling" (that is, any form of automated processing of personal data that consists of using such data to evaluate certain personal aspects of a natural person, in particular to analyze or predict aspects related to personal preferences, interests, location, or operations that have been carried out with Promotora Inmobiliaria Parque Islas Canarias, S.L.). This means that we may collect personal data about you to carry out this profiling. We centralize this information and analyze it to evaluate and predict your preferences and / or personal interests. Based on our analysis, we send or display communications and / or content tailored to your interests / needs.

We inform you that you have the right to object to the processing of your personal data based on profiling in certain circumstances. For this purpose, see the section "rights of the interested party and exercise".

5. WHO CAN ACCESS YOUR PERSONAL DATA?

5.1. We can share your personal data within the companies associated with Promotora Inmobiliaria Parque Islas Canarias, S.L.

Your data may not be disclosed to third parties unless there is a legal basis for legitimate interest.

5.2. Your personal data may also be processed on our behalf by our trusted third party providers.

We enter into contracts with trusted third parties to perform a variety of services on our behalf. We only provide them with the information they need to perform the service, and we require them not to use your personal data for any other purpose. We always do our best to ensure that all third parties we work with keep the personal data we provide to them secure.

6. HOW LONG DO WE KEEP YOUR PERSONAL DATA?

We only keep your Personal Data for as long as we need them for the purpose or purpose for which they have been collected with your express consent, in order to satisfy your needs or to comply with our legal obligations.

To determine the data retention period of your Personal Data, we use the following criteria:

- Personal Data obtained when contacting us for a query or claim: during the time necessary to attend to your query;
- Personal Data obtained by giving your consent for the sending of communications or for being necessary in accordance with the regulations: until the end of the purpose for which they were required occurs.

When we no longer need to use your personal data, it will be removed from our systems and records or anonymized so that we can no longer identify it.

7. IS YOUR PERSONAL DATA SAFE?

We are committed to protecting your Personal Data and to taking all reasonable precautions to do so. We contractually require that trusted third parties who handle your Personal Data do the same.

We always do our best to protect your Personal Data and once we have received your personal information, we use strict procedures and security features to try to prevent unauthorized access.

8. RIGHTS OF THE INTERESTED PARTY AND EXERCISE

Promotora Inmobiliaria Parque Islas Canarias, S.L. respects your right to privacy: it is important that you have control over your personal data. In this sense, we inform you that you have the following rights:

Right of Information

You have the right to obtain clear, transparent and easy to understand information about the way we use your personal data and about your rights. We provide you with such information in this Policy.

Right of access

You have the right to access the personal data that we hold about you (with certain limits).

We may charge a reasonable amount, upon notice, to cover the administrative costs incurred in providing the information.

Obviously unfounded, excessive or repetitive requests may not be attended to.

To exercise this right, you can contact us through the means indicated in "Contact".

Right of rectification

You have the right to have your personal data rectified when it is inaccurate or no longer valid or to have it completed when it is incomplete.

To exercise this right, you can contact us through the means indicated in "Contact".

Right of erasure / oblivion

In certain cases, you have the right to have your personal data erased or deleted. It should be noted that it is not an absolute right, since we may have legal or legitimate reasons to keep them.

If you want us to delete your personal data, you can contact us through the means indicated in "Contact".

Right to object to direct marketing, including profiling

You can unsubscribe from our direct marketing communications at any time.

You can unsubscribe by clicking on the "Unsubscribe" link in any communication email we send you. Otherwise, please contact us by any of the means indicated in "Contact".

To object to profiling, you can contact us through the means indicated in "Contact".

Right to withdraw consent at any time when data processing is based on consent

You can withdraw your consent to the processing of your personal data when the processing is based on your consent. The withdrawal of consent will not affect the legality of the treatment based on the consent prior to its withdrawal. To find out about the cases in which the treatment is based on consent, we refer you to the section "What data do we collect from you?", "What is the legal basis for treating your Personal Data?".

If you wish to withdraw your consent, you can contact us by any of the means indicated in "Contact".

Right to object to treatment based on the satisfaction of legitimate interests

You can object at any time to our processing of your data when the processing is based on the satisfaction of legitimate interests. To find out about the cases in which the treatment is based on legitimate interests, we refer you to the section

What data do we collect from you?" "What is the legal basis for treating your Personal Data?".

If you wish to exercise this right, you can contact us by any of the means indicated in "Contact".

Right to file a claim with a supervisory authority

You have the right to claim privacy and data protection practices before the Spanish Data Protection Agency.

Do not hesitate to contact us by any of the means indicated in "Contact" before filing a claim with the competent authority on data protection.

Right to data portability

You have the right to transfer, copy or transfer data from our database to a different one. It is only possible to exercise this right with respect to data that you have provided, when the treatment is based on the execution of a contract or on your consent and the treatment is carried out by automated means. To find out about the cases in which the treatment is based on contract or consent, we refer you to the section "What data do we collect from you?", "What is the legal basis for treating your Personal Data?".

For more information, you can contact us by any of the means indicated in "Contact".

Right of limitation of treatment

You have the right to transfer, copy or transfer data from our database to a different one. It is only possible to exercise this right with respect to data that you have provided, when the treatment is based on the execution of a contract or on your consent and the treatment is carried out by automated means. To find out about the cases in which the treatment is based on contract or consent, we refer you to the section "What data do we collect from you?", "What is the legal basis for treating your Personal Data?".

For more information, you can contact us by any of the means indicated in "Contact".

CONTACT:

If you have any questions about the way we treat and use your personal data or wish to exercise any of the rights provided, you can let us know by sending an email to info@arrecifehoteles.com or by writing to the following address: Parque Islas Canarias, s/n Arrecife de Lanzarote, Spain.