

## **PRIVACY POLICY**

This Policy is intended to provide mandatory information, in accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 (“General Data Protection Regulation”) and additional regulations applicable to the protection of personal data, natural persons (hereinafter, the “**Data Subjects**”) the personal data processed by the Catalan Tourism Agency (hereinafter, “**ACT**” in its Catalan initials), for the achievement of its objectives.

### **Data Controller**

#### **Catalan Tourism Agency**

**Address:** Passeig de Gràcia, 105, 08008 - Barcelona (Spain)

**Tel:** + 34 934 849 900

**Fax:** +34 934 849 888

### **Data protection officer**

You can contact our Data Protection Officer by post at the address Passeig de Gràcia, 105, 08008 - Barcelona (Spain), or at the following email [lopd.act@gencat.cat](mailto:lopd.act@gencat.cat)

### **Personal data processed by the ACT**

- Identification and contact details of professionals, companies and organizations in the tourism market
- Identification and contact details of users/data subjects and/or consumers of products and services offered by the ACT
- Identification, academic, professional and contact details of people interested in internships, competitions or the ACT's job bank.

In no case do we process special categories of personal data.

### **Purposes**

At the ACT we process the personal data of the Data Subjects in order to achieve our objectives, established by Law 15/2007 of 5 December 2007, of the Agència Catalana del Turisme.

The main objective of the ACT is to promote Catalonia as a leading international tourist destination for its diversity, its quality and its social and economic performance.

This includes, among other things:

- Promoting a tourist offer adapted to the needs of real and potential tourists, professionals and intermediaries linked directly or indirectly to the tourism market;
- Seeking the maximum collaboration between all tourism agents involved in tourism promotion, both in the public and in the private sector;
- Providing information on Catalonia's tourism offer and promoting it; and
- Achieving the maximum notoriety in our communication and advertising activities.

In this context, the personal data of the Data Subjects is processed in order to provide them with information related to the activity of the ACT and/or the relevant departments of the Generalitat de Catalunya in relation to the promotion of tourism in Catalonia.

### **Legal basis**

The processing of personal data by the ACT is mostly carried out for the purposes of promoting and developing the tourism sector in Catalonia which the ACT carries out as a **mission in the public interest**.

However, depending on the context, the ACT also processes data based on other conditions, such as:

- On occasion, when data subject has given us their consent (for example by subscribing to Newsletters).
- On other occasions, because the processing is necessary for the execution of a contract in which the Data Subject, or the company or entity they represent, is a party (since the ACT may carry out its activities using agreements, societies, foundations or other forms of collaboration with public or private entities). Also when the user contracts products or services through platforms such as **Experience Catalunya**;
- When the processing is necessary to carry out a mission in the public interest or in the exercise of public powers conferred on the ACT both by Law 15/2007 of the Agència Catalana de Turisme and by Decree 192/2009 approving the Statutes of the Agència Catalana de Turisme. (For example, when carrying out promotional activities that contribute to promoting Catalonia as a leading tourism destination or when seeking the maximum collaboration between all tourism agents involved in tourism promotion).



- The need to comply with legal obligations (for example, tax and labour obligations in relation to the ACT staff, or the exercise of requests for access to public information in compliance with transparency laws)

## **Recipients**

Insofar as is necessary for achieving its objectives, the ACT may share the personal data of the Data Subjects with different recipients:

- The department of the Generalitat de Catalunya competent in matters of tourism and other departments of the Government of the Generalitat
- Public administrations, in strict compliance with the legal obligations to which ACT is subject due to its activity
- Professionals, tourism agents and other intermediaries linked directly or indirectly to the tourism market, both in the public and in the private sector

## **Transfers to third countries**

When we communicate personal data to recipients located in a third country which is not subject to regulations equivalent to the European one, we do so ensuring the appropriate guarantees, which may include

- Legally binding and enforceable instruments with public authorities or bodies;
- Signing of agreements containing data protection clauses adopted by the European authorities responsible for data protection;
- The ACT may comply with codes of conduct for the tourism sector and/or obtain certification mechanisms in relation to the appropriate guarantees regarding data protection.
- Other appropriate guarantees provided in the General Data Protection Regulation.

## **Data storage period**

Your data will be stored:

- only as long as it is necessary for the achievement of the specific purposes for which it was obtained in the corresponding context;
- while your relationship with the ACT is still current; and/or



- for the time necessary in order to prove compliance with the ACT's legal or contractual obligations, which may be linked to legal statutes of limitations.

### **Rights of Data Subjects**

Data Subjects may exercise their rights of access, rectification, erasure and portability, restriction and/or objection to the processing, by contacting the Data Protection Officer, at the indicated postal address and email address, and they have the right to lodge a complaint to the Catalan Data Protection Authority (APDCat), via its electronic headquarters (<http://apdcap.gencat.cat/ca/inici/>).