

## **DATA PROTECTION POLICY**

This Policy aims to provide the information required to natural persons (hereinafter, "Interested Parties") whose personal data is processed by the Catalan Tourist Board (hereinafter, the "CTB") in order to achieve its objectives, in accordance with Regulation (EU) 2016/679 of the European Parliament and of the European Council of 27 April 2016, General Data Protection ("General Data Protection Regulation"), and additional regulations applicable to personal data protection.

### **Controller**

**Catalan Tourist Board. Government of Catalonia**

**Address:** Carrer d'Aragó, 244, 08007 – Barcelona (Spain)

**Tel.:** + 34 934 849 900

**Fax:** + 34 934 849 888

### **Data protection officer**

You can contact our data protection officer at the postal address: Carrer d'Aragó, 244, 08007 – Barcelona (Spain), or at the email address: [lopd.act@gencat.cat](mailto:lopd.act@gencat.cat).

### **Personal data processed by the CTB**

- Identification and contact data of professionals, companies and organisations in the tourism market;
- Identification, personal interest and contact data of users/Interested Parties and/or consumers of products and services offered by the CTB;
- Identification, academic, professional and contact data of people interested in participating in grant applications, competitions or the job bank of the CTB.

Failure to communicate your data, when this communication is a legal or contractual requirement or is necessary to sign a contract, will result in the impossibility of continuing with the corresponding registration.

### **Purposes**

We at the CTB process the personal data of Interested Parties in order to achieve our objectives, as established by Law 15/2007, of 5 December 2007, on the Catalan Tourist Board.

The main aim of the CTB is to promote Catalonia as a leading international tourist destination in line with its diversity, quality and social and economic profitability.

This includes, among other things:

- Promoting the range of tourist activities adapted to the needs of actual and potential tourists, professionals and intermediaries linked directly or indirectly to the tourism market;
- Seeking the maximum collaboration among all tourism agents connected to the promotion of tourism both in the field of administration and in the private sector;
- Informing about and disseminating the tourism products of Catalonia, or
- Seeking maximum visibility in communication and advertising actions.

In this context, the personal data of Interested Parties is processed for the purpose of communicating any information related to the activity of the CTB and/or the relevant departments of the Government of Catalonia in relation to the promotion of tourism in Catalonia. Personalised profiles are drawn up of the interests and preferences of users, those interested in selection processes, professionals and consumers of products and services offered by the CTB, especially via electronic means.

### **Legal basis**

The processing of personal data by the CTB is generally based on pursuing the purposes of promotion, stimulus and development of the tourism sector in Catalonia that the CTB undertakes as a **public interest mission**:

- When the processing is required to fulfil a mission undertaken in the public interest or in the exercise of public powers conferred on the CTB by both Law 15/2007, on the Catalan Tourist Board, and Decree 192/2009, approving the Statutes of the Catalan Tourist Board (for example, conducting promotional activities that help to promote Catalonia as a leading tourist destination or seeking the utmost collaboration among all the tourism stakeholders connected to the promotion of tourism).

Nonetheless, personal data is also processed by the CTB on the basis of other conditions depending on the context, such as:

- Occasionally, because Interested Parties have given us their consent (for example, by subscribing to newsletters);
- On other occasions, because the processing is required for the performance of a contract to which Interested Parties or companies or entities that they represent are a party (given that the CTB can conduct its activities by means of agreements, societies, foundations or other formulas of collaboration with

public or private entities). Additionally, when the user contracts the products or services through platforms such as **Experience Catalunya**;

- The need to comply with legal obligations (for example, obligations of a tax and labour nature in relation to CTB staff, or responding to requests for access to public information in compliance with transparency laws).

## **Recipients**

The CTB may share the personal data of Interested Parties with various recipients to the extent required in order to achieve the objectives of the CTB:

- Government of Catalonia department that is responsible for tourism, as well as other Catalan government departments;
- Public administrations, for the strict fulfilment of the legal obligations to which the CTB is subject by virtue of its activity;
- Tourism professionals, agents and other intermediaries directly or indirectly linked to the tourism market both in the field of administration and in the private sector;
- Suppliers of administrative, legal, accounting and IT services to achieve the objectives of the CTB.

## **Transfers to third countries**

When we communicate personal data to recipients (for example to a CTB office) located in a third country that has no equivalent regulations to those of Europe, we do so with appropriate guarantees. These may comprise:

- Legally binding and enforceable instruments among public authorities or bodies;
- The signing of agreements containing standard data protection clauses adopted by the European authorities responsible for data protection;
- The CTB may adhere to codes of conduct in the tourism sector and/or obtain certification with regard to appropriate data protection guarantees, or
- Other appropriate guarantees provided for in the General Data Protection Regulations.

## **Periods of time during which we store your data**

Your data will be stored:

- Only for as long as it is required in order to fulfil the specific purposes for which it was obtained in the relevant context;
- Provided that your relationship with the CTB is maintained, and/or

- During the periods required to prove compliance with the legal or contractual obligations of the CTB, which may be linked to legal limitation periods.

### **Rights of Interested Parties**

Interested Parties may exercise their rights of access, rectification, deletion and portability, limitation, opposition to processing and the right not to be subject to an automated decision by contacting the data protection officer at the aforementioned postal and email addresses.

Interested Parties who have agreed to the processing of their personal data have the right to withdraw their consent at any time, without prejudice to the legitimacy of processing prior to the withdrawal of this consent.

Interested Parties have the right to lodge a complaint with the Catalan Data Protection Authority (APDCat by its Catalan acronym) via its electronic headquarters (<https://apdcatal.gencat.cat/en/inici/index.html>).