

## **PRIVACY POLICY**

The personal information provided through this Website will be processed by **HOROTEL S.A.** owner of the same (hereinafter, COMPANY), whose contact details are the following:

- Registered office: **Avda. Marques de Villanueva del Prado - 38.400 Puerto de la Cruz**
- Telephone: **(+34) 922 38 40 11**
- E-Mail: **lopd@hotelpuertodelacruz.es**

The users of this App are informed that all personal information provided in this Website, either by completing any form, sending an E-Mail or using any other media, will be treated in accordance with this Privacy Policy.

The provided information will be treated for the following purposes:

1. Sending commercial information by any media. Through these communications, users will be informed about the different services offered by the COMPANY, as well about the events organized by the same.
2. Respond to requests for information raised by the user.
3. To process the inscriptions to events and activities in which the users want to participate. In this case, the images or videos taken of the participants in a particular way during these events or activities may be published on the entity's website, on their social networks, on corporate magazines, announcement boards, or any other analogous means of communication of the company, with the purpose of promoting such kinds of events or activities. In the case of competitions or similar activities the personal information of the participants (name, surname and age) can be publishes in the same media in order to publicize the participations, classifications or results of the competitions or activities. If the data processing is not allowed, these information will only be known internally by the participants of the competition, so that they will know the corresponding classification. This is a necessary requirement for the correct development of the competition.

The data will be treated on the legal basis of the consent of the person providing them. Such consent can be withdrawn at any time, although this will not affect the legality of the processing's previously performed. The provision of the data is voluntary, although, in case of not providing them, they cannot be processed for the purposes indicated.

4. Manage reservations requested by users

In this case the data will be processed on the basis of the legal-contractual relationship maintained between the parties. The appropriation of these data is mandatory otherwise the reservations cannot be processed and the corresponding services cannot be provided.

The data will be stored during the necessary time to respond your request, petition or consultation. In case of complaints the data will be stored until we definitely close the claim. Subsequently they will be conserved as a communication history, unless the user

requests suppression, sending an e-mail to the e-mail address indicated above. Likewise, in case that the user signs up for an event, a activity or makes a reservation, the personal information will be stored during his stay at the hotel, the event, the activity or the requested service. The data will be maintained even later to respond to possible legal liabilities arising as a result of the service provided or the event or activity developed. In assumption that the data are processed to send commercial communications or that the use of the images has been authorized as indicated in point 3, this data may be stored indefinitely for the indicated purposes unless the user has not given his consent or subsequently opposed.

The user accepts the treatment and the inclusion of the data collected during navigation through the Portal, or provided by completing any form as indicated above.

If a user provides third party data through this website, he assumes the responsibility of having previously obtained the consent, informing them of everything predicted in article 14 of the General Data Protection Regulations.

In the same way the COMPANY informs, that through its social networks will be published events, promotions or any other type of advertising information about the offered services, accepting the user to be recipient of such information by the mere fact of becoming "friend" or "follower" of the COMPANY in the social networks. If the user does not want to receive this information in this social media profiles, he should stop following the COMPANY in the social networks.

Regarding the collected data the user may exercise the rights recognized in the data protection regulations, particularly the rights of access, rectification, cancellation, opposition, limitation and portability, as long as it is legally relevant. These rights may be exercised by each user through sending a written and signed request, accompanied by a photocopy of the national identity document of the interested party and a specified petition to the address indicated at the beginning of this Privacy Policy.

The COMPANY is committed to the use of the personal information provided in accordance with the purposes indicated in this Privacy Policy, respecting its confidentiality as well as complying with its obligation to save and adapt all measures to avoid alteration, loss, and not authorized treatment or access, in accordance with current data protection regulations.

The COMPANY guarantees the confidentiality and security of all collected data, having implemented all necessary policies and measures of a technical and organizational nature for the processing of personal information, as established in article 9 of the Law 15/1999, of Protection of Personal Data (LOPD), developed by the Royal Decree 1720/2007 that develops the LOPD. These measures and policies prevent the alteration, loss, or unauthorized treatment or use of your personal data.

The responsibility for the veracity of the data entered as well in the App as in the social networks, is the exclusive responsibility of the user, who is responsible for providing true, accurate, complete and up-to-date information, being otherwise responsible for facilitating inaccurate data.

We use our own and third-party cookies to evaluate the use of the Website and the general activity. Likewise, cookies are used to manage the interaction with our social networks and the advertising offered through the Website. If you continue browsing through the website, we consider that you accept its use. [Click here](#) for more information

## **COOKIES POLICY**

### **What are cookies?**

Cookies are files that are downloaded to your computer when you access certain web pages. Cookies allow a web page, among other things, to store and retrieve information about the browsing habits of a user or his computer and, depending on the information they contain and how their equipment is used, can serve to recognize it.

However, these media only obtain information related to the number of pages visited, the city to which is assigned the IP address from which it is accessed, the number of new users, frequency and recurrence of visits, visiting time, the browser or the operator or type of terminal from which the visit is made. In any case cookies do not contain data such as the name, surname, postal address or other similar data of the user accessing the website.

### **What are the different types of cookies?**

There are own cookies and third-party cookies. Own cookies are those that are sent to the user's equipment from a computer or domain managed by the own editor of the Web, from which the service requested by the user is provided. Third party cookies are those that are sent to the user's equipment from a computer or domain that is not managed by the publisher, but by another entity that handles the data obtained through cookies.

Additionally, there are session cookies and persistent cookies. Session cookies are a type of cookies designed to gather and store data while the user accesses a web page. Persistent cookies are a type of cookies where data are stored on the terminal and can be accessed and processed for a specific period of time defined by the cookie manager, which can span from a few minutes up to several years.

### **What types of cookies does our website use?**

This website is using own cookies to identify the user, to ensure the correct functioning of the website and to remember the browser preferences, such as the language in which the website is displayed.

This website is using the following third-party cookies:

- **Analytics cookies:** These cookies are either handled by us or by third parties, they allow us to quantify the number of users, to examine their browsing, and to obtain statistical measurements and analyses of how users use our website. For this purpose we analyse the browsing on our website in order to improve the content of the same and to provide a better service through it.
- **Advertising cookies:** These cookies enable in the most effective way the management of the advertising blocks which may be integrated on a web page, in an application or on a platform, from which it provides the requested service, based on criteria such as edited content or the frequency at which the advertisements are displayed.
- **Cookies for social networks:** These cookies facilitate and monitor the connection and the publication of content between this website and the social networks.

The following applications are using these third-party cookies:

- Analytics cookies:
  - Google Analytics, owned by Google (<https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage>).
- Advertising cookies:
  - Double Click, owned by Google (<https://support.google.com/adsense/answer/2839090?hl=es>).
  - Facebook Impressions, owned by Facebook.
- Cookies for social networks:
  - Facebook Social Plugins, owned by Facebook (<https://es-es.facebook.com/help/340599879348142/>).
  - Twitter Button, owned Twitter (<https://support.twitter.com/articles/20170521-el-uso-que-hace-twitter-de-cookies-y-tecnologias-similares>).

In addition, these companies can use the obtained data to improve their own services and to offer services to other companies. You can click on the link included in each case to obtain more information about those applications.

#### How can I manage the cookies?

You can allow, block or delete cookies installed on your computer by configuring your browser options. Below you will find links to information about how to activate your preferences for the most common browsers:

- Explorer: <http://windows.microsoft.com/es-es/windows7/how-to-manage-cookies-in-internet-explorer-9>
- Firefox: <https://support.mozilla.org/es/kb/habilita-y-deshabilita-cookies-que-los-sitios-we>
- Chrome: <http://support.google.com/chrome/bin/answer.py?hl=es&answer=95647>
- Safari: <http://support.apple.com/kb/ph5042>

Nevertheless we inform you that a deactivation of a cookie may prevent or impede the browsing through this website, or the use of a service offered on this page.