

**COMPANY:** Hotel Marina  
**DOMAIN:** www.marinahotelbenidorm.com

**Responsible for the treatment:** Gestión Hotelera La Marina, SL  
**Address:** Calle Cuenca, 6; 03503-Benidorm  
**E-mail:** central@hotelmarinabenidorm.net  
**Telephone:** (+34) 96 585 37 62  
**Data controller contact:**  
central@hotelmarinabenidorm.net

## Privacy Policy.

Hotel Marina is aware of the importance of the privacy of personal data and therefore has implemented a data processing policy aimed at providing maximum security in the use and collection of data, ensuring compliance with the current regulations in the matter and configuring this policy as one of the basic pillars in the entity's lines of action.

While browsing the web **www.marinahotelbenidorm.com** it is possible that personal data is requested through different forms provided for this purpose. This data will form part of the pertinent treatments depending on the determined and specific purpose that motivates the collection of the same.

Below is a list of data treatments that can be carried out through the web:

### I. Identification of the data controller.

The total data processing is carried out on behalf of Gestión Hotelera La Marina, SL, whose identifying data is as follows:

Information about the controller	
<b>Responsible for the treatment</b>	Gestión Hotelera La Marina, SL
<b>Home</b>	Calle Cuenca, 6; 03503-Benidorm
<b>E-mail</b>	central@hotelmarinabenidorm.net
<b>Phone</b>	(+34) 966 897 741
<b>Contact data protection</b>	central@hotelmarinabenidorm.net
<b>Information on the exercise of rights</b>	You can access, rectify and delete the data, as well as revoke the authorization for the treatment of the data, exercise the rights of limitation, portability, and not be subject to automated decisions by writing to the postal address listed in this table, or to the email address: central@hotelmarinabenidorm.net.

## II. Information on data processing carried out through [www.marinahotelbenidorm.com](http://www.marinahotelbenidorm.com)

# 1. Web contact forms

**Summary:** the entity will process your data to send a response to your request or comments.

### I. Purpose and legal basis on the treatment of data

**A. Data subject to procedure:**

We will process the data you have provided us in the website contact form, or where appropriate, through a message by electronic means, such as e-mail or instant messaging.

**B. Purpose of the treatment:** Our website has contact forms in different areas of it. The purpose of data processing is to manage the communications that may be established with the users of the website who send us messages through these forms.

The data will not be used for a different purpose.

**C. Automated decisions:** No profile segmentation or automated decisions are made.

**D. How long will we keep your data for?**

- a. The data will be processed for the time necessary to manage your request or comment.
- b. Subsequently, the data will be deleted if there is no new conversation or interaction between the parties within one year.

**E. Legal basis of the treatment:**

The legal basis for the treatment of your data is the unequivocal consent that you express when accepting the privacy policy.

**F. Obligation to provide the data and consequences of not providing them:**

The requested data is mandatory, since otherwise you will not be able to contact you, in order to manage your request or comment.

**G. Origin of the data:** the interested party.

### II. To which recipients will your data be communicated?

- a. No data transfers will be made.
- b. No international data transfers will be made.

## 2. Electronic newsletter subscription

**Summary:** the entity will process your data to manage your subscription to the entity's newsletter.

### I. Purpose and legal basis on the treatment of data

- A. **Data subject to treatment:**
  - a. We will process the data that you have provided in the registration form.
  - b. Likewise, at Hotel Marina we use cookies and similar devices in our email newsletters, with which we can personalize the content of our emails advertising to adapt it to those products and services with which it preferably interacts.
- B. **Purpose of the treatment:** The data you provide will be processed in order to manage your subscription to the Hotel Marina electronic newsletter through which you will receive information on news and products and services related to the hotel and restaurant sectors.
- C. **Automated decisions:**  
No profile segmentation or automated decisions are made.
- D. **How long will we keep your data for?**
  - a. The data will be processed as long as you do not revoke your authorization to process your data.
- E. **Legal basis of treatment:**
  - a. The legal basis for the treatment of your data is the unequivocal consent that you express when accepting the privacy policy of the subscription form to the newsletter.
- F. **Obligation to provide the data and consequences of not providing them:** The requested data is mandatory, since otherwise we will not be able to facilitate your participation in the entity's personnel selection processes.
- G. **Origin of the data:** the interested party.

### II. To which recipients will your data be communicated?

- a. No data transfers will be made.
- b. No international data transfers will be made.

## 3. Place reservation at the hotel

**Summary:** the entity will process your data to manage your place reservation at the establishment.

### I. Purpose and legal basis on the treatment of data

- A. **Data subject to processing:**  
We will process the data that you have provided in the registration form.
- B. **Purpose of the treatment:**  
If you reserve a place in our establishment through the reservation engine, your data will be processed to facilitate the aforementioned reservation process.
- C. **Automated decisions:**  
No profile segmentation or automated decisions are made.
- D. **How long will we keep your data for?**
  - a. The data will be processed during the period of time for which responsibilities may arise between the parties, with a minimum of 5 years.
- E. **Legal basis of treatment:**
  - a. The legitimation of data processing for the reservation of place is based on the execution of a contract between the parties.
- F. **Obligation to provide the data and consequences of not providing them:**  
The requested data is mandatory, since otherwise the reservation process cannot be completed.
- G. **Origin of the data:** the interested party.

## II. To which recipients will your data be communicated?

- A. No data transfers will be made.
- B. No international data transfers will be made.

(\*) If you have contracted our services through the Insurance Travel Rate, you are accepting that we transfer your personal data to the entity FLEXMYROOM INSURETECH, SL, located in Benidorm (03503 - Alicante), Calle Gerona, 13, Local CA 18, and with CIF (Tax Identification Code) number B42687616, with the sole purpose that you can benefit from the cancellation and travel assistance insurance that this entity offers. 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 to data, rectification or deletion of data, limitation of the use of data, opposition to the use of data and portability of data at the email address: [datos@flexmyroom.com](mailto:datos@flexmyroom.com)

## 4. Budget request for room rental

**Summary:** the entity will process your data to process the requested budget

### I. Purpose and legal basis on the treatment of data

#### A. Data subject to treatment:

We will process the data that you have provided in the registration form.

#### B. Purpose of the treatment:

If you reserve a place in our establishment through the reservation engine, your data will be processed to facilitate the aforementioned reservation process.

#### C. Automated decisions:

No profile segmentation or automated decisions are made.

#### D. How long will we keep your data for?

- a. The data will be processed during the period of time for which responsibilities may arise between the parties, with a minimum of 5 years.

#### E. Legal basis of treatment:

- a. The Legitimation of the treatment for the reservation of place is based on the execution of a contract between the parties.

#### F. Obligation to provide the data and consequences of not providing them:

The requested data is mandatory, since otherwise the reservation process cannot be completed.

#### G. Origin of the data:

the interested party.

## II. To which recipients will your data be communicated?

- A. No data transfers will be made.
- B. No international data transfers will be made.

## 5. Registration to events organized by the company

**Summary:** the entity will process your data to formalize the user's registration to the various events organized by the company through the corresponding microsite

### I. Purpose and legal basis on the treatment of data

#### A. Data subject to treatment:

We will process the data you have provided in the registration form

#### B. Purpose of the treatment:

Formalize your registration to attend the event publicized through the Hotel Management microsite.

#### C. Automated decisions:

No profile segmentation or automated decisions are made.

#### D. How long will we keep your data for?

- a. The data will be processed during the period of time for which responsibilities may arise between the parties, with a minimum of 5 years.

**E. Legal basis of the treatment:**

- a. The Legitimation of the treatment for the reservation to the event based on your consent when entering your data and pressing the corresponding button.

**F. Obligation to provide the data and consequences of not providing them:** The requested data is mandatory, since otherwise the event registration process cannot be completed.

**G. Origin of the data:** the interested party.

**II. To which recipients will your data be communicated?**

- A. No data transfers will be made.  
B. No international data transfers will be made.

**III. Exercise of rights:**

You have the right to obtain confirmation on whether we are treating personal data that concerns them, or not. As an interested party, you have the right to access your personal data, as well as to request the rectification of inaccurate data or, where appropriate, request its deletion when, among other reasons, the data is no longer necessary for the purposes that were collected. In certain circumstances, you can request the limitation of the processing of your data, in which case we will only keep them for the exercise or defence of claims. In certain circumstances and for reasons related to your particular situation, you may object to the processing of your data. We will stop processing the data, except for compelling legitimate reasons, or the exercise or defence of possible claims.

In those cases in which the processing of your data is based on your consent, you can revoke it at any time.

In those cases in which it is legally appropriate, you will have the right to the portability of the data, which implies that you have the right to receive the personal data relating to your person, which we are treating, and store it in your own device, this right will also allow you to ask us to communicate your data to another data controller.

Likewise, in the event that you consider that there is a problem or an incident in relation to data processing, you can contact the entity through the contact address indicated in this document, and in any case, you have the right to file a claim before the Control Authority in matters of personal data protection, which in the case of Spain is the Spanish Agency for Data Protection.

To exercise your rights you must send us a request to the email address [central@hotelmariabenidorm.net](mailto:central@hotelmariabenidorm.net) attaching a copy of your ID, or other document that legally identifies you.