

Specific consent LOPDGDD (COMMERCIAL)

THE TURISME DE BARCELONA CONSORTIUM is **responsible for handling and processing** the interested party's personal data and informs them that such data will be processed in accordance with the guidelines set out in Regulation (EU) 2016/679 of 27th April 2016 (GDPR) and Constitutional Law 3/2018, of 5th December (LOPDGDD), and for this reason provides the following information in this document regarding processing.

Purposes and legality of processing:

For the legitimate interest of the responsible entity (GDPR, art. 6.1.f): to enter into a commercial relationship.

For the consent of the interested party (GDPR, art. 6.1.a): to send communications about their products and services.

Data retention criteria: Your data shall not be stored for longer than is necessary for the purposes for which they are processed or while there are justifiable legal reasons for their retention. When this purpose has been achieved, your personal data shall be erased using the necessary security measures to guarantee the anonymity of the data and their complete destruction.

Data disclosure criteria: Your data shall not be disclosed to third parties, unless we are legally obliged to do so.

Rights of the interested party:

- The right to withdraw consent as any time.
- The right of access, to rectification, to portability and erasure of data and the right to restrict processing and object to their use.
- The right to lodge a complaint with the Spanish Data Protection Agency (www.aepd.es), if you consider that the way your data have been processed does not abide by the current legislation.

Contact details in order to exercise your rights:

CONSORCI DE TURISME DE BARCELONA, PASSATGE DE LA CONCEPCIÓ, 7-9 - 08008 Barcelona (Barcelona). Email: barcelonaturismedpo@herrero.es