

INFORMATION ON THE PROCESSING OF PERSONAL DATA
EX ART. 14 EU REGULATION 2016/679

Dear Traveler,

in observance of Regulation (EU) 2016/679 “on the protection of natural persons with regard to the processing of personal data and on the free movement of such data” (hereinafter Regulation), we would like to inform you in relation to the processing of your personal data, which - with respect for your fundamental rights and freedoms, with particular reference to confidentiality and the protection of your personal data - we are going to put in place.

DATA CONTROLLER:

⇒ Data controller is **Alidays Spa**, based in Milan (Italy) at Via Adige 20, Tax Code/Vat number 03504590963.

PURPOSE OF THE PROCESSING

Your personal data will be processed in a lawful, fair and transparent manner, ensuring that it is accurate and adequate, relevant and limited to what is necessary for the purpose highlighted below:

- a) in the provision of purchased services and all related activities;
- b) for promotion realized by sending newsletters and/or targeted marketing activities to communicate information and/or commercial offers by email/phone sms

LEGAL BASIS OF THE PROCESSING

The legal basis of processing consists of:

- ⇒ fulfillment of pre-contractual obligations;
- ⇒ fulfillment of legal obligations;
- ⇒ explicit consent

We inform you that the provision of personal data is necessary for the purpose referred to in point a). Therefore, it is not necessary to provide your consent; your refusal could compromise the correct performance of the service. Consent is necessary for the processing of special categories of personal data as defined in Article 9 of Regulation (EU) 2016/679.

We inform you that the personal data inherent, related and/or instrumental to the service, may also be processed for the legitimate interests of the Data Controller (such as, e.g., fraud prevention, intragroup communications for internal administrative purposes, security of networks and information systems and related services offered or made available through the networks and systems themselves, etc.), in compliance with the regulations and confidentiality obligations.

DATA CATEGORIES

Personal data processed by the Data Controller include: *i*) identifying data (for example: first name, last name, date of birth, passport number, telephone number, email address; *ii*) special data (for example: health data, religious or philosophical beliefs)

COMMUNICATION

Your personal data will not be disclosed, but may be communicated to:

- ⇒ employees of the Data Controller duly authorized and trained in accordance with the provisions of the Regulation;
- ⇒ suppliers of the Data Controller who provide the purchased services and all related activities, duly appointed as data provider, or as independent data controllers;
- ⇒ freelancers and consultants in charge of data processing for the purpose of financial and accounting management of the controller;
- ⇒ subjects to whom access to the data is granted by provisions of the law, regulation or EU legislation.

STORAGE

Your personal data will be retained, with respect to the purpose referred to in letter a), for the period of the duration of the contract and, thereafter, for as long as we are subject to retention obligations for tax purposes and/or for other purposes required by law or Regulations. For the purpose of letter b), the data will be kept for **5 years** from the date of consent, at the end of which time you will be asked to confirm again your explicit consent. We specify that consent for the above purpose may be revoked at any time without affecting the lawfulness of the processing carried out prior to the revocation.

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In the event that you are not the holder of the contract, we inform you that we have received your personal data from the person who made the reservation

RIGHTS OF DATA SUBJECT

You have the right to ask the data controller at any time to revoke any consent (art. 7) that may have been given, and access to your personal data (art. 15), rectification (art. 16) or deletion (art. 17) of the same, restriction of the processing concerning you (art.18) or to object to their processing (art. 21), as well as the right to data portability (art. 20).

EXERCISE OF RIGHTS

We also inform you that you may exercise the rights referred to in the preceding paragraph by sending to the data controller the appropriate form (downloadable on the website of the Guarantor for the Protection of Personal Data), duly completed, by the following modes:

- by e-mail to the following address: privacy@alidays.it
- by postal service to: **Alidays Spa, in Milan (Italy) Via Adige 20, Postal Code 20135;**

Also in accordance with EU Regulation 2016/679, you have the right both to lodge a formal complaint with the Guarantor (art. 77) in the manner indicated on the Authority's website, and to lodge a judicial appeal (art. 79).

DATA CONTROLLER
Alidays SpA

EXPRESS CONSENT

I, the undersigned _____, having read the above extended disclosure and in relation to the service tourist contract No. _____ (ref. Alidays):

gives his/her consent **does not give his/her consent**

to the processing of his/her personal data belonging to the special categories indicated in Art. 9 of Reg. (EU) 2016/679 for the purpose referred to in point (a) of the information notice

(Palce) _____, (Date) _____

(Signature) _____