

PRIVACY NOTICE EX ART. 14 GDPR - MARKETING VOIHOTELS

We inform you that, in accordance with EU Regulation 2016/679 (hereinafter: “Regulation”), your Personal Data will be processed by VOIhotels S.p.A. with registered office in Via Lugaro 15 - 10126 Torino (TO), as data controller (“Controller”).

The Controller will process the personal data provided (first name, last name, e-mail and, if present, telephone) for the purpose of:

- **Sending, by automated** means (e-mail; telephone without operator - e.g. sms, mms, push notifications) **newsletters and promotional communications about VOIhotels' products and initiatives, including those aimed at conducting market research and participation in prize shows and events organized by VOIhotels.**

The source of the personal data for this processing is the Company **Alpitour S.p.A.**, to which you have provided express and specific consent for your data to be communicated to the Data Controller for the aforementioned purpose. Therefore, the legal basis of the processing for the above purpose refers to the expression of consent by the data subject to the processing of his/her Personal Data (art. 6.1.a of the Regulations).

Your Personal Data may be shared with:

- individuals authorized by the Data Controller to process Personal Data because of their job duties and subject to signing a confidentiality agreement (e.g., employees and system administrators)
- Contracted third party entities, some of which act as Data Processors (art. 28 of the Regulations). The complete and updated list of categories of Processors can be found on the Controller's website - Privacy area.
- Subjects, entities or authorities to whom it is mandatory to communicate your Personal Data by virtue of provisions of law or orders of the authorities.

With regard to the possible transfer of Data to Third Countries, the Data Controller informs you that the processing will take place according to one of the modalities permitted by the applicable law, such as the consent of the data subject, the execution of a contract concluded between the data subject and the data controller or the execution of pre-contractual measures adopted at the request of the data subject; the conclusion or execution of a contract concluded between the data controller and another natural or legal person for the benefit of the data subject; the adoption of Standard Clauses approved by the European Commission, the selection of subjects adhering to international programs for the free movement of data or operating in countries considered safe by the European Commission.

It is possible to obtain more information, upon request, from the Data Controller at the contacts indicated above.

In relation to the indicated purposes, the processing of Personal Data is carried out by means of manual, computerized and telematic tools with logics strictly related to the purposes themselves and, in any case, in such a way as to guarantee the security and confidentiality of the data, in addition to compliance with the specific obligations enshrined in the law.

Your Personal Data will be kept until your consent is revoked. It is without prejudice, in any case, to the further storage provided for by applicable legislation including that provided for in Article 2946 of the Civil Code. More information is available from the Data Controller.

You have the right to ask the Data Controller, at any time, for access to, rectification or erasure of your Data or to request restriction of processing, or to object to processing or

to obtain in a structured, commonly used and machine-readable format the data concerning you in the cases provided for in Article 20 of the Regulations.

At any time you may revoke ex art. 7 of the Regulation, the consent already given, without affecting the lawfulness of the processing carried out prior to the revocation of consent.

In any case, you always have the right to lodge a complaint with the competent supervisory authority (Guarantor for the Protection of Personal Data), pursuant to art. 77 of the Regulation, if you believe that the processing of your data is contrary to the legislation in force.

Requests should be addressed in writing to the Data Controller at: privacy.voi@alpitourworld.it or to the DPO (Data Protection Officer) at: DPO@voihotels.com