

## INFORMATION CLAUSE – PERSONALISED ADVERTISING COMMUNICATIONS

### BASIC DATA PROTECTION INFORMATION

Data Controller:

GF HOTELES, comprising:

- EXPLOTACIONES SANTONEL, S.L. – B38588760 – Calle Fernando López Arvelo, 1, 38660 – Costa Adeje (S/C de Tenerife)
- FELAHOTEL, S.L. – B38489688 – Avenida de Bruselas, 13, 38670 – Adeje (Santa Cruz de Tenerife)
- COSTA ADEJE GRAN HOTEL, S.L. – B38555140 – Avenida de Bruselas, 16, 38670 – Adeje (S/C de Tenerife)
- ISABEL FAMILY HOTEL, S.L.U. – B38964490 – Avenida de Moscú, 2, 38670 – Adeje (Santa Cruz de Tenerife)
- NOELIA PLAYA, S.L.U. – B38741013 – Avenida Hermanos Fernández Perdigón, 9, 38400 – Puerto de la Cruz (S/C de Tenerife)

Telephone: +34 922 151 499

Email: [protecciondedatos@grupofedola.com](mailto:protecciondedatos@grupofedola.com)

Website: [gfhoteles.com](http://gfhoteles.com)

You may contact our Data Protection Officer at: [dpo@gfhoteles.com](mailto:dpo@gfhoteles.com)

### Purpose:

The personal data provided, specifically your email address, will be processed for the purpose of sending personalised advertising communications via Meta's social media platforms (Facebook, Instagram, etc.), with the intention of offering you products, services or promotions tailored to your preferences or booking history.

The data subject undertakes to notify any changes to the data provided and to keep said data fully up to date.

### Lawful Basis:

We are entitled to process your data under:

Article 6.1.a) of the GDPR: the data subject has given consent to the processing of their personal data for the purposes outlined above.

Please indicate your consent by ticking the corresponding box:

☐ I give my consent for the aforementioned purpose

☐ I do not give my consent

### **Recipients:**

Encrypted communication of data to the Meta technology platform is envisaged solely for the advertising purpose described above. Compliance with data protection regulations will be ensured at all times through the signing of relevant data sharing or data processing agreements. International data transfers to the USA or other non-EEA countries may occur, based on Standard Contractual Clauses or other mechanisms provided for under the GDPR, which guarantee an adequate level of protection.

### **Retention Period:**

Your data will be retained for the duration necessary to fulfil the stated purposes or until you withdraw your consent. Thereafter, it will be kept for the legally required periods or for internal statistical purposes, duly anonymised.

### **Rights:**

You may exercise your rights of access, rectification, erasure, objection, portability, restriction of processing, and not to be subject to decisions based solely on automated processing. You may also withdraw the consent given, by contacting GF HOTELES at the address indicated above.

If you are not satisfied with the handling of your data, you may consult or file a complaint with the Spanish Data Protection Agency ([www.aepd.es](http://www.aepd.es)).

### **Additional Information:**

You may consult further and more detailed information about data protection on our website [gfhoteles.com](http://gfhoteles.com) or request a copy by emailing [dpo@gfhoteles.com](mailto:dpo@gfhoteles.com).