



Advancing
in Care

PRIVACY POLICY



Privacy Policy

At AC Marca we want to accompany people during their everyday lives, anticipating and responding to their needs in order to improve their quality of life through our products and services.

By our **Privacy Policy** we are committed to protecting the personal data of our users. We also work to introduce developments within our controls, providing our users with greater protection over their personal data.

In accordance with the General Data Protection Regulation of the European Union (hereinafter "GDPR"), we would like to inform you of our Privacy Policy.

In Barcelona (Spain), May 25, 2018
Grupo AC Marca, S.L.

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1. Responsible Entity:

Personal data will be controlled by GRUPO AC MARCA, S.L., with Tax Identification Number B-61.711.503 and offices at Av. Carrilet, 293-297, 08907 L'Hospitalet de Llobregat (Barcelona), Spain, the parent company of AC Marca Business Group.

AC Marca is understood as both GRUPO AC MARCA, S.L. and any other company directly or indirectly controlled by the latter.

Therefore, this Privacy Policy applies to personal data collected by AC Marca Companies concerning their products and services.

2. Recipients:

AC Marca shares personal data internally and with third parties that necessarily require an access to such data, for instance specifically hired external service providers or in order to comply with legal obligations.

3. Personal Data collected by AC Marca:

The collection of personal data is conducted in order to provide the services we offer to all of our users.

Our users' personal data is collected by two data gathering procedures:

1. Information provided directly by the user through forms: for example, contact information (Name, Last Name, E-mail address, etc.)
2. Data collected through the use of AC Marca services: data may be collected regarding what specific services are being used and how they are being used.

4. Purposes for Data Processing:

The personal data collected through our services is processed to provide, maintain, protect and improve these services, develop new services and ensure the protection of our users and AC Marca Companies.

In compliance with GDPR provisions, when requesting the completion of a form through which personal data is collected, the user will be informed of the recipient of the information, the purpose for which the data is being processed and the user's right to exercise individual rights. The collected personal data will only be processed for the purpose indicated by AC Marca Companies, and at all times with the user's free and full consent.

5. Storage of Personal Data:

Personal data will be stored for no longer than what is necessary for the purpose which it was collected or processed for, at all times following the storage limitation principle or until the user requests its erasure, and always for the necessary period to comply with legal obligations.

6. Lawful basis:

The lawful basis for the processing of personal data lies in the explicit consent given by the user to AC Marca Companies for the legitimate purposes indicated in each case.

7. Security Measures and Access Controls:

AC Marca has adopted all necessary technical and organizational measures to guarantee the security and integrity of the processing of personal data, as well as to prevent its loss, alteration and/or access by unauthorized third parties.

AC Marca websites use accepted information security techniques such as firewalls, access control procedures and cryptographic mechanisms, all with the aim of preventing unauthorized access to data.

To achieve these purposes, the user accepts that AC Marca collects data for the authentication of the access controls.

8. Users Rights:

Users have the right to be informed by AC Marca about the processing of their personal data.

Also, users have the right to access their personal data, as well as have inaccurate personal data rectified or request its erasure when, among other reasons, the data is no longer necessary for the purpose which it was originally collected or processed for.

In certain circumstances, the user may request the restriction of their personal data, in which case it will only be kept for the exercise or defense of legal claims, as well as the right to object to the processing of their data. In such cases, AC Marca will stop processing the data, except for compelling legitimate grounds, or for exercise or defense of legal claims.

Likewise, users can exercise their right to data portability, as well as withdraw their consents provided at any time, without affecting the lawfulness of the processing based on the consent given prior to its withdrawal.

The user may exercise the aforementioned individual rights by sending an e-mail to dpo@acmarca.com, providing the following information with such request: Name and Last Name, E-mail address and the channel used for providing the personal data.

9. Children:

AC Marca does not collect children's personal data without consent from whoever holds parental responsibility for the child.

In cases where minors have submitted their personal data through this website, AC Marca shall not be held responsible, since all forms are directed exclusively to adults.

10. AC Marca's Commitment:

All data requested through AC Marca websites is mandatory, as it is necessary for the provision of an optimal service to the user. In the event that such data is not provided, AC Marca does not guarantee that the information and services provided are completely adjusted to the user's needs.

AC Marca will not limit the rights that correspond to users in accordance with this Privacy Policy without their explicit consent.