

PRIVACY POLICY

1. Controller

- Controller: Puerto Sherry Hoteles & Resorts, S. L.
- Tax ID (NIF): B72120017.
- Registered office: Avenida de la Libertad, s/n. 11500 - El Puerto de Santa María (Cádiz), Spain.
- Telephone: +34 956 87 20 00.
- Email: administracion@hotelpuertosherry.com.

Data Protection Officer

The Controller has appointed a Data Protection Officer (DPO), who may be contacted regarding any matter concerning the processing of personal data:

- Adaptanor.
- Calle Encarnación, 4. 11500 - El Puerto de Santa María, Spain.
- Telephone: +34 956 54 00 72.
- Email: lopd@adaptanor.es.

2. Data we may process

Through the website we may process data voluntarily provided by users through forms, email, booking processes, Club Puerto Sherry registration or other contact channels, mainly identification and contact details, booking and stay information, and any information included in an enquiry or request.

3. Purposes and legal bases

Processing	Purpose	Legal basis
General enquiries and contact	To handle and respond to enquiries, requests or communications sent by the user.	Legitimate interest in responding to communications addressed to the Controller (Article 6(1)(f) GDPR) and, where the enquiry concerns a potential contract, pre-contractual steps requested by the data subject (Article 6(1)(b) GDPR).

Processing	Purpose	Legal basis
Bookings and accommodation	To manage availability, bookings, changes, cancellations, stays, guest assistance, payments, invoicing and related obligations.	Pre-contractual steps and performance of a contract (Article 6(1)(b) GDPR), and compliance with legal obligations where applicable (Article 6(1)(c) GDPR).
Club Puerto Sherry	To manage membership, member profile, benefits, discounts and loyalty level.	Performance of the programme terms requested by the data subject (Article 6(1)(b) GDPR).
Events, restaurant and other service requests	To handle enquiries, quotations or booking requests relating to events, restaurant services or other hotel services.	Pre-contractual steps requested by the data subject (Article 6(1)(b) GDPR) and legitimate interest for general enquiries (Article 6(1)(f) GDPR).
Marketing communications and newsletter	To send Hotel Hotel Puerto Sherry marketing information, offers, promotions and news where requested or specifically consented to.	Consent (Article 6(1)(a) GDPR), which may be withdrawn at any time, without prejudice to cases permitted by Article 21(2) LSSI-CE for existing customers.
Non-essential cookies	Website measurement, analytics, advertising or other purposes described in the Cookies Policy.	Consent where required (Article 6(1)(a) GDPR and applicable cookie rules).

Reading or acknowledging this Privacy Policy does not in itself constitute consent for purposes that require specific authorisation. Where necessary, consent will be requested through a separate checkbox or equivalent mechanism.

4. Retention periods

- General enquiries: for as long as needed to respond and thereafter only for the period required to deal with potential liabilities.
- Bookings, accommodation, Club Puerto Sherry and other pre-contractual or contractual relationships: while the request or relationship is being managed and, once completed, during the applicable statutory retention and limitation periods.
- Marketing communications and newsletter: until consent is withdrawn or the user unsubscribes.
- Cookies: for the periods stated in the Cookies Policy and according to the user's settings.

5. Recipients and processors

Personal data will not be disclosed to third parties unless required by law or necessary to manage a service requested by the user and supported by a valid legal basis.

Certain service providers may access data on behalf of the Controller, such as hosting, IT maintenance, email, booking engine and booking management, loyalty programme, communication or technology support providers. Where they act as processors, the relationship will be governed in accordance with Article 28 GDPR.

Access to third-party services linked to or embedded in the website may involve processing by those providers under their own policies. In particular, Google or other technology providers may involve international data transfers supported by the mechanisms provided for under the GDPR. Specific information about cookies and embedded services is available in the Cookies Policy.

6. Data subject rights

Data subjects may exercise their rights of access, rectification, erasure, objection, restriction of processing and portability where applicable, and may withdraw consent at any time without affecting the lawfulness of processing carried out before withdrawal.

Requests may be sent to Puerto Sherry Hoteles & Resorts, S. L. at Avenida de la Libertad, s/n. 11500 - El Puerto de Santa María (Cádiz), Spain, or by email to administracion@hotelpuertosherry.com. The DPO may also be contacted at lop@adaptanor.es.

If you consider that the processing of your personal data does not comply with applicable law, you may lodge a complaint with the Spanish Data Protection Agency (AEPD) at www.aepd.es.

7. Mandatory information

Fields marked as mandatory in website forms must be completed in order to process the relevant request. Other fields are optional unless expressly stated otherwise.

8. Accuracy of data

Users are responsible for ensuring that the data they provide are accurate, truthful and up to date and for notifying any relevant changes. Where users provide third-party data, they must have a sufficient legal basis to do so and inform those persons where required.

9. Security

The Controller applies appropriate technical and organisational measures to protect personal data against loss, alteration, unauthorised access or unlawful processing, taking account of the nature, context and risks of the processing.

10. Updates

This Privacy Policy may be updated to reflect changes in law, technology or the processing activities carried out. The current version will be the one published on the website.