

PRIVACY POLICY

BASIC INFORMATION ON DATA PROTECTION

Responsible	SERENITY DIAMOND, S.L.
Purpose	Respond to requests made through the web, manage the sending of information.
Legitimation	Consent of the interested party and execution of a pre-contract / contract
Addressees	Data will be transferred to Group companies, as well as to third parties by legal obligation or in the event that it is necessary to meet your request
Rights	You can exercise your rights of access, rectification, deletion and opposition, limitation of treatment, data portability and not be subject to automated individualized decisions.
Additional information	You can consult additional information on data protection on our website.

SERENITY DIAMOND, S.L., hereinafter, undertakes to comply with the legislation in force at all times regarding the processing of personal data. Through the following privacy policy, SERENITY DIAMOND, S.L., in accordance with the requirements established in the GDPR, informs users of:

WHO IS RESPONSIBLE FOR THE PROCESSING OF YOUR DATA?

The person responsible for the treatment of your data is SERENITY DIAMOND, S.L.:

Identity	SERENITY DIAMOND, S.L. – B01622802
Address	Calle Luxemburgo, Serenity Luxury Villas Office, 38660 - Playa de las Américas (Santa Cruz De Tenerife)
Phone	+34647388099
Web	www.serenitytenerife.com
Email	office@serenitytenerife.com
Delegate of Data Protection	Aixa Corpore, S.L.
DDP Contact	aixa3952@dpocanarias.com

SERENITY DIAMOND, S.L. informs the user that the data you provide us through browsing our website, the contact form or by sending emails, will be processed by SERENITY DIAMOND, S.L. and that said treatment is collected in the Registry of Treatment Activities managed by SERENITY DIAMOND, S.L. in accordance with the provisions of the GDPR.

WHAT IS YOUR PERSONAL DATA USED FOR?

When the user accepts our privacy policy at www.serenitytenerife.com, he/she authorizes us to use and process the personal data provided to:

- Send you the information and provide the service you request through the various forms available on our website.
- Provide information on the offers, products and services requested.
- Occasionally, SERENITY DIAMOND, S.L. may use your personal data to send you notifications by email. Said notifications will be made to inform about changes in our services or products or in our policies legal conditions.
- Send you commercial communication about offers, activities and promotions of SERENITY DIAMOND, S.L. and of the sector that may be of interest to you by conventional or electronic means when you have checked the mailbox that you wish to receive information.

www.serenitytenerife.com will try at all times to establish adequate mechanisms to obtain the consent of the User for the installation of required cookies. When a user accesses our website, a pop-up appears in which the existence of cookies is informed and that if he/she continues browsing our page he/she gives his/hers consent for the installation of cookies. Acceptance of the installation of cookies implies the acceptance of the conservation of the IP address in the records of www.serenitytenerife.com, together with the date of acceptance, for a period of one year, in order to demonstrate the consent given. You can get more information in our „Cookies Policy“.

WHAT IS THE LEGITIMATION FOR THE PROCESSING OF YOUR DATA?

The legitimation for the treatment of your data by SERENITY DIAMOND, S.L. is based on:

- In the **execution of a pre-contract/contract** to send you the information and provide the requested service, not being possible otherwise.
- In the **user's consent** to send commercial communication of the offers, activities and promotions of SERENITY DIAMOND, S.L. and of the sector that may be of interest to them. The user can revoke the consent given at any time.

FOR HOW LONG DO WE RETAIN YOUR DATA?

The data to send you the information or provide the service you request through the various forms available on our website will be kept for as long as the contractual relationship is in force, and once it is finished during the statutory limitation period.

The data processed for sending commercial communication about offers, activities and promotions of SERENITY DIAMOND, S.L. and of the sector that may be of interest to you, will be kept as long as the user does not revoke the given consent.

The IP address obtained through cookies will have a retention period of one year, in order to demonstrate the user's consent. Regarding the term of conservation of cookies, you can obtain more information on our website in the "Cookies Policy" section.

WHAT TYPE OF DATA DO WE TREAT FROM OUR USERS?

SERENITY DIAMOND, S.L. processes the following categories of data:

a) **Data of the users that fill out any of the available forms:** The personal data that SERENITY DIAMOND, S.L. requests include:

- **Identification data:** name and surnames, telephone number, nationality and electronic address
- **Data related to the request**

b) **Data of the users who browse our website: Data provided by cookies**

Only those over 18 years old can provide data through our website. If you are under this age you must have the consent of your parents or legal guardians.

The User guarantees the authenticity and actuality of all the data that he communicates to SERENITY DIAMOND, S.L. and declares that he/she is over 18 years of age, and will be solely responsible for any false or inaccurate statements that he/she makes.

The personal data processed by SERENITY DIAMOND, S.L. may be obligatory or voluntary.

Voluntary information is that which the user is not obliged to provide to contact us.

The fields marked with an asterisk (*) or with the word (required) on our forms are obligatory, refusal to supply them will make it impossible to provide the service or meet your request.

In the event that you provide us with third-party data, you declare to have their consent and you undertake to transfer the information that we provide to you in this clause, exempting SERENITY DIAMOND, S.L. from any type of obligation. Nevertheless, SERENITY DIAMOND, S.L. may carry out verifications to verify that the third party has been informed by adopting diligence measures established in the data protection regulations.

TO WHICH RECIPIENTS WILL YOUR DATA BE COMMUNICATED?

Your data will be transferred to Group companies, to third parties by legal obligation or in the event that it is necessary to meet your request.

WHAT RIGHTS ASSIST YOU AND HOW CAN YOU EXERCISE THEM?

The user can exercise the following rights before SERENITY DIAMOND, S.L.:

- a) Access his/her personal data
- b) Rectify them when they are inaccurate or incomplete
- c) Request the deletion or cancellation of the data when, among other reasons, they are no longer
- d) necessary for the purposes for which they were collected
- e) Oppose his/her treatment
- f) Request the limitation of the processing of his/her data when any of the conditions provided in
- g) the regulations are met
- h) Request the portability of his/her data in the cases provided in the regulations
- i) Prevent being subject to automated decisions
- j) Revoke the consents granted

The user to exercise his/her rights, should send a letter indicating the right that he/she wants to exercise and accompanying document proving his/her identity and postal address or electronic address for notification purposes. This request can be made either by post to: SERENITY DIAMOND, S.L. Calle Luxemburgo, Serenity Luxury Villas Office, 38660 - Playa de las Américas (Santa Cruz De Tenerife), or at the following email address: office@serenitytenerife.com.

SERENITY DIAMOND, S.L. should answer the request for the exercise of rights **within a month** of receiving the request. This period may be extended for another two months if necessary, taking into account the complexity and number of requests. We will inform you of any extension within one month of receiving the request, stating the reasons for the delay. Likewise, the interested parties have the right to claim before the competent Supervisory Authority (Spanish Data Protection Agency) when they consider that SERENITY DIAMOND, S.L. has violated the rights that the data protection regulations recognize in www.aepd.es

ARE MY DATA SECURE?

SERENITY DIAMOND, S.L. has a contract in force with the hosting company DINAHOSTING for the hosting of its website. It is a European company and has the latest systems in security measures.

SERENITY DIAMOND, S.L. guarantees the adoption of the appropriate measures to ensure the confidential treatment of your data, taking into account its reserved nature.

SERENITY DIAMOND, S.L. undertakes that said data remain secret, treating them with the utmost reserve, and declares to have implemented in its information system, the security policies corresponding to the type of data handled in accordance with the provisions of REGULATION (EU) 2016/679 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of April 27, 2016 on the protection of Individuals with regard to the processing of personal data and the free movement of such data (GDPR).

All the data provided through our platform is done using a secure protocol. Our website has an SSL certificate that allows when a user visits our website and exchanges information with us, an encrypted connection is established.

LINKS TO OTHER WEBSITES

If you choose to leave our website through links to other websites not belonging to our entity, SERENITY DIAMOND, S.L. will not be responsible for the privacy policies of said websites or for the cookies that they may store on the user's computer.

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