

Privacy Policy for Guests

BE MATE COMMUNITY ESPAÑA, S.A.

Corporate Website



A. Data Controller

You are hereby informed that the personal data you provide within the framework of our contractual relationship will be processed by BE MATE, S.A. at Calle Velázquez 50, 3º, 28001, Madrid (hereinafter, “Be Mate”), for the purposes described below.

Unless otherwise expressly indicated when the personal data is collected, said data must be provided as they are an essential component for the management, maintenance, and monitoring of our contractual relationship. Not providing said data will render processing your request or providing the service purchased impossible. The personal data will be exclusively collected for the purposes indicated in this Privacy Policy.

You confirm and guarantee the truthfulness and accuracy of the data provided and that they are current. Accordingly, You commit to communicate any modification thereto, pursuant to the procedure set forth in section **E. Data Subject’s Rights.**

B. Purposes of Processing

You are hereby informed that your data will be processed by Be Mate for the following purposes:

i. Based on the contractual relationship:

- a. Manage any bookings that You may make on any of the channels enabled for such purpose and process your registration as a Be Mate guest as well as the subsequent business relationship with You, and
- b. Efficiently manage, maintain, and monitor the relationship arising from the purchase of Be Mate products and services.
- c. Collect payments in the corresponding amounts when the booking is canceled after the deadline, where applicable.
- d. Manage guests’ stays, as well as provide the services requested thereby throughout said stay, which includes, inter alia, preparation of the stay and responding to any requests made with regard thereto. For these purposes, we will be able to process data such as the age of underage guests so as to prepare the room with a crib, where necessary, as well as the health data of guests who so require to appropriately manage their stay and prepare appropriate meals. Said purpose also includes billing and collecting payment for the services consumed.

ii. Based on a legal obligation:

- a. Share data with public authorities, regulators, or governmental agencies in the circumstances where required by law, local regulations, or in compliance with regulatory obligations.

iii. Based on the legitimate interest of Be Mate:

- a. Carry out actions or send commercial and/or advertising communications, by any means, including electronic communications or equivalent, related to products or services similar to those purchased from Be Mate.
- b. Make profiles based on personal data available to Be Mate in order to find out which products and services may be most suitable to your profile, so as to maximize the performance thereof and, thereby offer you the best offers on products and services that may interest you.
- c. Conduct satisfaction surveys with regard to the products and/or services purchased by You, in order to assess your satisfaction therewith so as to improve Be Mate processes and services.
- d. Manage, process, and respond to potential complaints and claims lodged by You.
- e. Record your voice and/or image and save the telephone conversation and/or video when we expressly inform you of this. The legitimate interests of Be Mate are to maintain the quality of its services and use the recordings where necessary to protect its legal standing in the event of any potential disputes.

- f. Share the data with other Room Mate Group companies as a result of the centralization of the administrative and technological processes within the Room Mate Group.

iv. *Based on the express consent provided by You:*

- a. If you authorize it, Be Mate will be able to offer you products and services other than those that You purchased via any channel, including electronically, as well as third-party products that you may be interested in, even after the termination of this contractual relationship.
- b. If you authorize it, Be Mate will share your personal data, as well as your sales profile, to third-party companies, including the companies in the Room Mate Group, so that they can send commercial communications about their products and services via any channel, including electronically, even after the termination of this contractual relationship. These companies may be part of the following sectors:
- c. If You authorize it, Be Mate will be able to create a profile based on your consumption habits through internal and external data from public sources (e.g., voter rolls, lists of people belonging to professional groups, and public social media accounts, among others), in order to provide special offers of products or services tailored to your needs, as well as share your data to third parties outside the Room Mate Group that are advertising partners thereof, i.e., companies that allow Be Mate to show you advertising for Room Mate Group products and services, tailored to your preferences when visiting other websites or using different social media sites, even after the termination of this contractual relationship.

C. Recipients

Under the terms set out in section **B. Purposes of Processing**, Be Mate may share your personal data to the following entities:

- i. Public authorities, regulators, or governmental or jurisdictional agencies in the circumstances where required by law, local regulations, or in compliance with regulatory obligations.
- ii. Third-party entities and companies within the Room Mate Group for the purposes described in letter f) of point iii) Legitimate Interest and in letters b) and c) of point iv) Consent and set out in section **B. Purposes of Processing**

In addition to the above-mentioned data transfers, Be Mate works with some third-party service providers that have access to your personal data and process said data on behalf of Be Mate as a result of their provision of services.

Be Mate follows strict service provider selection criteria so as to comply with its obligations with regard to data protection and it undertakes to sign the corresponding data processing contract with these parties. This contract will, inter alia, impose the following obligations: apply the appropriate technical and organizational measures; process personal data for the agreed upon purposes, solely following the instructions provided by Be Mate; and deleting or returning the data to the Hotel once the service has been provided.

Specifically, Be Mate will purchase services from third-party suppliers that work in industries including, but not limited to, the following: logistics, legal counsel, provider certification, professional services companies, maintenance companies, companies providing IT services, security companies, instant messenger companies, and companies providing call center services.

D. Source of the Data

In addition to the personal data you provide, Be Mate will be able to process any personal data from public files, sector files, and/or public agency files, pursuant to the purposes and legitimate bases set forth in section **“B. Purposes of Processing”** above.

Accordingly, Be Mate will process personal data provided by the above-mentioned third parties into the following categories:

- i. Identification data.
- ii. Addresses and email addresses.

Especially protected data is not obtained from third parties.

E. Data Subjects' Rights

Consent provided under the circumstances set out in this document can be revoked by You at any time, with a simple request. We hereby inform you that, pursuant to applicable law, You have the right to exercise your rights to access, rectification, cancellation, and opposition, as well as the right to erasure, restriction of processing, and the right to data portability, by proving your identity (with a copy of your government-issued ID) and sending written request to the following address: ROOM MATE, S.A., Calle Velázquez 50, 3º, 28001, Madrid, or to the following email address privacy@room-matehotels.com Data Protection Officer dpo@room-matehotels.com

If you believe that BE MATE, S.A. has violated one of the above-mentioned rights, You have the right to file a claim with the Spanish Data Protection Agency.

F. Storage

Your personal data will be stored for the duration of the contractual relationship held between You and Be Mate.

Once said relationship has ended, your personal data will be deleted after all necessary actions have been carried out to manage and conclude any obligations that may remain between the parties. In this period, all the administrative processes necessary will be performed, except in cases where the sending of commercial communications applies.

Without prejudice to the above, your data will be stored and duly blocked for the duration of any liability arising from the performance of our contractual relationship, as well as compliance with Be Mate's other legal obligations.

In this regard, Be Mate guarantees that it will not process the data, except where necessary to formulate, exercise, or defend claims or when it is required to provide said data to a public agency, judge, or court within the statute of limitations for rights or legal obligations.