

# Privacy Policy

## About this Privacy Policy

We know how important it is for you to understand how we use your data. This Privacy Policy sets out how and why we collect, store, process and share your personal data. We will always be transparent with you about what we do with your personal data.

This Policy also tells you what your rights are in relation to the personal data you give to us. If you have any questions about this Privacy Policy or your rights under it please contact:

**CMO:** DAMA.

**Address:** Gran Vía 63, 28013 Madrid (Spain)

**Telephone:** (+34) 917 021 984

**E-mail:** [dama@damautor.es](mailto:dama@damautor.es)

Derechos de Autor de Medios Audiovisuales, Entidad de Gestión (DAMA) with VAT number ESG82319757 is the “data controller” of any personal data it may collect, process and hold about you, unless we inform you otherwise.

### 1. What personal data do we collect?

The personal data we collect from you directly can include your name, email address, mobile/landline telephone number, date of birth, address, and information you give us when you contact our member services team, when you engage with our social media platform (for example by tagging us in a post on Facebook) or when you sign up for DAMA membership.

### 2. When do we collect your personal data?

- When you access our website. Our website also uses cookies; to find out more about the use of cookies and how you can manage them, please read our [Cookie Policy](#)
- When you contact us in any way, by email or over the phone.
- When you engage with us on social media (by mentioning/tagging us or by contacting us directly).

### 3. How do we use your personal data and what are our legal justifications for doing so?

#### To make our services available to you

We use your personal data to provide you with the information that you request from us and to communicate with you regarding any requirement from us and respond to your questions and comments;

We may also use your personal data to provide service (including to share your information with foreign CMOs);

#### For administrative and internal business purposes

We may use your personal data for our internal business purposes, such as enhancing our site, improving our services and identifying usage trends. We may also use your data to monitor the use of our website and ensure that our website is presented in the most

effective and relevant manner for you and your device and setting default options for you (such as language);

#### **For security and legal reasons**

We use your personal data to:

- ensure the personal information you provide us is accurate;
- prevent any illegal activity;
- protect our rights or property (or those of others); and
- fulfil our legal and compliance-related obligations.

In some cases, we will use your personal data because it's necessary for us to comply with a legal obligation. Where we rely on our legitimate interests, we will always make sure that we balance these interests against your rights.

#### **To improve our operations with our members**

We use your personal data to:

- allow you to create a profile on our website which enables you to register your repertoire and services online without having to fill in your personal data every time you register online in your member area;
- provide you with newsletters and others official reports by email;
- analyze how you register your repertoire.

It is in our legitimate interests as a CMO to use your data in this way and we do this in order to enhance your register experience in your member area. This allows us to help you find the services which you may be looking for and avoids you having to browse through services or information which are not relevant to you.

When we send you newsletters via email, we will rely on our legitimate interests as a business, always ensuring that your rights are protected.

For information on how we use cookies, please see our [Cookie Policy](#).

#### **4. Who do we share your personal data with?**

We will never sell any of your personal data to a third party.

#### **5. Your rights**

You have a number of rights relating to your personal information and what happens to it. You are entitled to:

- have your data processed in a fair, lawful and transparent way;
- be informed about how your personal data is being used, an example being this privacy policy;
- access personal data we hold about you;
- require us to correct any mistakes in your personal data;
- require us to delete personal data concerning you in certain situations where there is no good reason for us to continue to process it;
- request that we transfer your personal data to you or another service provider in a simple, structured format;

- object at any time to processing of your personal data for direct reporting purposes;
- object to automated decision making which produces legal effects concerning you or similarly significantly affects you;
- object in certain other situations to our continued processing of your personal data; and
- otherwise restrict or temporarily stop our processing of your personal data in certain circumstances.

If you would like to speak to us in relation to any of your rights, please [contact us](#).

## **6. Changing your preferences**

If you no longer wish to be contacted by us, you can amend your preferences or unsubscribe by [contacting us](#).

We want to ensure that all the information we have about our members is factually correct and up to date. If you find that the personal data, we have about you is inaccurate or needs updating (for instance, you may have changed your name or address) then please contact us so that we can correct it.

## **7. Security and retention of your personal data**

### **Security of your personal data**

We take the security of your personal data very seriously. We have implemented various strategies, controls, policies and measures to keep your data secure and keep these measures under close review. We protect your data by using encryption techniques and we use other safeguards such as firewalls and password protection. This means that your data is protected and only accessible by co-workers who need it to carry out their job responsibilities. We also ensure that there are strict physical controls in our buildings which restricts access to your personal data to keep it safe.

### **Retention of your personal data**

In broad terms, we will only retain your personal data for as long as is necessary for the purposes described in this Privacy Policy. This means that the retention periods will vary according to the type of the data and the reason that we have the data in the first place.

We have procedures in place regarding our retention periods which we keep under review taking into account our reasons for processing your personal data and the legal basis for doing so.

## **8. Changes to this Privacy Policy**

We may update this Privacy Policy from time to time. If we make significant changes, we will let you know but please regularly check this policy to ensure you are aware of the most updated version.

This Privacy Policy was last updated on **10<sup>th</sup> of May 2019**.