



## **Processing of personal data**

Personal data is processed by the Estonian Association of Travel and Tourism Companies reg. no. 80004199; Harjumaa, Tallinn, Pärnu mnt 20, 10141; phone +372 631 3013; email: info@etfl.ee.

### **Processed personal data:**

First name and surname;  
Phone number;  
E-mail;  
Cost of goods and services.

### **Purpose of processing**

Personal data is used for the management of customer orders and the construction of Tourest exhibition spaces in accordance with the submitted order.

Purchase history data (date of purchase, goods, quantity, customer details) is used to compile an overview of goods and services purchased and to analyze customer preferences.

Personal data, such as e-mail, telephone number, customer name, are processed in order to resolve issues related to the provision of the products/services ordered (customer support). Subscriber's IP address or other network identifiers are processed for the purpose of providing the subscription service as an information society service and for the purpose of web usage statistics.

### **Legal basis**

The processing of personal data is carried out for the purpose of the performance of a contract with a customer. The processing of personal data is carried out for the fulfilment of a legal obligation (e.g. accounting and dispute resolution).

Recipients to whom the information is disclosed.

Personal data will be transferred to order fulfillers if it is necessary to fulfill orders.

Personal data are transferred to the customer support of the order center for the management of purchases and purchase history and for the resolution of customer problems.

The personal data will be transmitted to the accounting service provided by the service provider.

Personal data may be transferred to IT service providers where this is necessary to ensure the functionality or data availability of the order center.

### **Security and access to data**

Personal data is stored on zone.ee servers located in the territory of a Member State of the European Union or in the territory of a country that is a member of the European Economic Area. Data may be transferred to countries whose level of data protection has been assessed as adequate by the European Commission and to companies in the United States which have signed up to the Privacy Shield framework. Access to personal data will be granted to the employees of the order center who will have access to personal data in order to resolve technical issues related to the use of the order center and to provide customer support services.

The subscription center shall implement appropriate physical, organizational and IT security measures to protect personal data against accidental or unlawful destruction, loss, alteration or unauthorized access and disclosure.



Transfers of personal data to processors of the order center (e.g. data sharing) shall be subject to agreements between the order center and the processors. The processors are obliged to ensure appropriate safeguards for the processing of personal data.

#### **Access and rectification of personal data**

Personal data can be accessed and corrected in the user profile of the subscription center. If a purchase has been made without a user account, the personal data can be accessed via the login.

#### **Withdrawing consent**

Where the processing of personal data is based on the consent of the customer, the customer has the right to withdraw his consent by informing customer support by e-mail.

#### **Retention**

Personal data will be deleted upon closure of the customer account in the order center, except where such data need to be kept for accounting purposes or for dispute resolution.

If a purchase has been made in the order center without a customer account, the purchase history will be kept for three years. In the case of disputes relating to payments and disputes, personal data shall be kept until the claim is settled or the limitation period expires.

Personal data necessary for accounting purposes will be kept for seven years.

#### **Deletion**

In order to delete personal data, please contact customer support by e-mail. A reply to the deletion request will be sent within one month at the latest, specifying the period of deletion.

#### **Transfer to**

Requests for transfer of personal data made by e-mail will be answered within one month at the latest. The customer support will verify the identity and notify the personal data to be transferred.

#### **Direct marketing communications**

The e-mail address and telephone number will be used to send direct marketing communications where the customer has given his consent. If the customer does not wish to receive direct marketing communications, he/she should select the appropriate reference in the footer of the e-mail or contact customer support.

Where personal data are processed for direct marketing purposes (profiling), the customer has the right to object at any time to both the initial and further processing of his/her personal data, including profiling for direct marketing purposes, by informing Customer Support by e-mail ([info@etfl.ee](mailto:info@etfl.ee)).

#### **Dispute resolution**

Disputes relating to the processing of personal data shall be settled by means of customer support (Estonian Association of Tourism Companies, Reg. No. 80004199; Harjumaa, Tallinn, Pärnu mnt 20, 10141; phone +372 631 3013; email: [info@etfl.ee](mailto:info@etfl.ee)). The supervisory authority is the Estonian Data Protection Inspectorate ([info@aki.ee](mailto:info@aki.ee)).