

## DATA TREATMENT

<b>RESPONSIBLE</b>	HITSBOOK, S.L.U.
<b>PURPOSE</b>	The purpose is to download content from the HITSBOOK's blog. In addition, the interested party may receive commercial information about the services offered by Hitsbook if they wish.
<b>VERIFICATION</b>	The verification to obtain the information with the consent of the interested party.
<b>RECIPIENTS</b>	Your data will be shared with companies that provide technological services, IT services, like Zoho, a company that is part of the Privacy Shield.
<b>RIGHTS</b>	Free exercise of access rights, rectification, deletion, opposition cancellation, as described in the additional information.

The personal data that you provide us with through [hitsbook.com/blog](https://hitsbook.com/blog) and / or [zohositest.hitsbook.com](https://zohositest.hitsbook.com) will be incorporated and treated in the files owned by HITSBOOK, S.L.U. with address at Calle Sevilla, 73, 04600 Huerca - Overa (Almería - Spain) and with NIF B-18980748. Registered in the Mercantile Registry of Almería, Volume 1597, Book 0, Section 8, Folio 163, Page AL41985 Registration 1. Tel: 91 754 69 07; E-mail: [info@hitsbook.com](mailto:info@hitsbook.com).

### ***Why and for what do we use your personal data?***

The usage of your data provided through [hitsbook.com/blog](https://hitsbook.com/blog) and / or [zohositest.hitsbook.com](https://zohositest.hitsbook.com) are necessary to manage the download of HITSBOOK blog content; besides managing the sending of commercial offers of the services offered by HITSBOOK. The interested party may also receive information about their industry. (brand, agency, media)

HITSBOOK commits to only collect the data that is strictly necessary. You will be informed in case we need you to provide certain information.

### ***Verification of the usage of your data.***

The legal rights for the usage of your data is the voluntary consent that the interested party provides to manage the download of contents of the HITSBOOK blog and the sending of information by electronic means about HITSBOOK or its sector (brand, agency, media )

HITSBOOK guarantees the confidentiality and security of the data provided. The interested party will voluntarily incorporate the personal data of which you are the owner, and is duly informed of the identity of the applicant, the purposes, as well as the possibility and procedure to exercise your rights in matters of Data Protection.

### ***How do we obtained your data?***

The data used by HITSBOOK is the one obtained from those who voluntarily provided their information through the form found at [blog.hitsbook.com](http://blog.hitsbook.com) and / or [mkt.hitsbook.com](http://mkt.hitsbook.com)

### ***Who will receive your data?***

Your data will be communicated to technology service providers, companies providing computer services and legal services.

Also, they will be communicated to Hubspot located in the United States and belonging to the EU-U.S. Privacy Shield.

### ***Your right are:***

1. Right of access to the personal data of the interested party. That is, get confirmation on whether HITSBOOK uses personal data that concerns you.
2. Right of rectification, that is, you have the right to request a rectification of inaccurate data.
3. Right of withdrawal. You can request that they stop using your data without undue delay, among others, because these have ceased to be necessary, the consent has been withdrawn etc.
4. Right to limit the using of data. You can request that your personal data not be applied to certain treatment operations that in each case would correspond.
5. Right of opposition. If the interested party objects to the treatment, HITSBOOK will stop using your data, except for compelling legitimate reasons or the exercise or defense of possible claims
6. Right to the portability of the data, you can request from HITSBOOK the structured download of your data or the transmission thereof directly to a third entity, if it is technically possible.

You can exercise your rights by requesting HITSBOOK through the email address [info@hitsbook.com](mailto:info@hitsbook.com) accompanying in any case, a copy of your national identity document, passport or other valid document that identifies you.

If you have any questions about this Privacy Policy, please get in touch with us by sending an email to [info@hitsbook.com](mailto:info@hitsbook.com). Also, if you have any questions about the exercise of your

rights you can contact the Spanish Protection Agency of data to solve any doubt about them.

### ***Security measures***

HITSBOOK will use all the data under the strictest confidentiality and duty of secrecy, applying the security, technical and organizational measures that correspond according to the applicable legislation.

HITSBOOK maintains the security levels of personal data protection according to Regulation (EU) 2016/679 of the European Parliament and of the Council, of 27 April 2016, regarding the protection of individuals with regard to the processing of personal data and the free circulation of data and has established all technical means at their disposal to prevent loss, misuse, alteration, unauthorized access and theft of the data provided by the user through [www.hitsbook.com](http://www.hitsbook.com).

### ***Will profiles be developed and will the decisions be made automatically?***

Interested parties are informed that automated decisions will not be made nor will profiles be developed.

### ***How long will we keep your data?***

We will keep your data until you request the cancellation of the content of the HITSBOOK blog or the withdrawal of the information sent to you.

### ***How do we obtained your data?***

The data used by HITSBOOK is the one obtained from those who voluntarily provided their information through the form found at [blog.hitsbook.com](http://blog.hitsbook.com) and / or [mkt.hitsbook.com](http://mkt.hitsbook.com)

### ***What type of data is used?***

The type of data used is identification data.

### ***Right to file a claim with the Control Authorities.***

Interested parties can file a claim to the Spanish Data Protection Agency of any incident regarding the processing and usage of their data. The Spanish Agency for Data Protection has the function of ensuring compliance with the legislation and controlling its usage. You can get more information at <http://www.agpd.es>.