

PRIVACY POLICY

Introduction

You are informed that our clients' personal data will be processed in accordance with the principles of transparency, limitation of purpose, minimisation of data, accuracy, integrity and confidentiality, as well as abiding by all the other obligations and guarantees stipulated in EU Regulation 2016/679 of the European Parliament and Council of 27th April 2016 on the protection of individuals with regard to the processing of personal data and the free circulation of these data.

In order to comply with the said Regulation, we have updated our Privacy Policy, as shown below:

- 1. Who is the party responsible for the processing of your data?**
- 2. For what purposes do we process your data and with what legitimacy?**
- 3. What categories of data do we process and where to we get these data from?**
- 4. Who do your data go to and how do we store them?**
- 5. How long do we keep your data?**
- 6. What are your rights and how can you exercise them?**
- 7. Changes to the Privacy Policy.**

1. WHO IS THE PARTY RESPONSIBLE FOR PROCESSING YOUR DATA?

The party responsible will be the firm Libros MiCuento S.L., tax no.: B66390576, address: Calle Llacuna 162, module 305 (08018) Barcelona, represented by Javier Falco, as officer. Company entered in the Barcelona companies register, in volume 45842 folio 212 sheet B-459624. Telephone: +34 937 07 34 02, email: info@micuento.com.

The company is in the business of publishing and marketing personalised books and we offer our services through the following trademark: MiCuento.com

(hereinafter the 'Company').

2. FOR WHAT PURPOSES DO WE PROCESS YOUR DATA AND WITH WHAT LEGITIMACY?

The information you supply to us through the website may vary depending on which services you request or which actions you have explicitly authorised us to take. In general, we may process your data for the following purposes:

- a) To provide the service requested, which is the publishing and marketing of personalised books, to register you as a client and to manage our contractual relationship with you. The legitimate basis for this purpose is the contractual relationship between the Client and the Company and the former's request for registration.*

- b) *To send you messages about personalised books and the like by email. Nevertheless, you may object to the sending of these messages at any time by replying to the emails you receive or through our client care service. The legitimate basis for this purpose is the contractual relationship between the Client and the Company and the consent the former has given.*
- c) *Invoicing our services. The legitimate basis for this purpose is the contractual relationship between the Client and the Company.*

3. WHAT CATEGORIES OF DATA DO WE PROCESS AND WHERE DO WE GET THESE DATA FROM?

The personal data we process are the identifying data you give us directly, either through the registration form to be found on our website or by other means, such as for example enquiries or complaints made to our client care service.

In particular, the personal data processed include the following categories:

*- **Identifying data:** full name, address, email address, telephone number, image, family data.*

In any case, the Company takes no responsibility for the use of false, inaccurate, incomplete or out of date data supplied by the Client.

4. WHO DO YOUR DATA GO TO AND HOW DO WE STORE THEM?

4.1. Addressees: *the data you give us will not be handed over to any third parties except the authorities, judges, courts and the security forces in cases where there exists a legal obligation to supply them.*

4.2. Processors: *to perform certain functions necessary for the Company to provide the service, your data may be processed by third parties acting as processors, who are contractually obliged to fulfil their legal obligations as processors, to ensure the confidentiality and secrecy of the information.*

4.3. International transfers: *the data we compile about you are stored in the European Economic Area ('EEA'), though they may also be transferred and processed in a country outside the EEA under the 'cloud storage' model. You are informed that any transfer outside the EEA will be to companies that are members of the EU-USA Privacy Shield and assure an appropriate level of protection of personal data. Further information available at: <https://www.privacyshield.gov/welcome>.*

4.4. Categories. *The categories of addressees who may process your data for the purposes stated and in accordance with the legitimate basis are the following:*

ADDRESSEE	TYPES OF DATA	LEGITIMATE BASIS
<i>Authorities, judges, courts and the security forces</i>	<i>Data of an identifying nature</i>	<i>Compliance with a legal obligation</i>
<i>Hosting and cloud storage services</i>	<i>Data of an identifying nature</i>	<i>Carrying on the contractual relationship</i>
<i>Postal, distribution and messenger services</i>	<i>Data of an identifying nature</i>	<i>Carrying on the contractual relationship</i>

5. HOW LONG DO WE KEEP YOUR DATA?

The data supplied will be kept as long as the contractual relationship with the client lasts.

When your data cease to be necessary for the purpose for which they were gathered, they will be blocked and remain available only on request by judges and courts, the tax or other competent authorities competent during the period necessary to comply with legal obligations and, once this time has elapsed, they will be completely deleted.

6. WHAT ARE YOUR RIGHTS AND HOW CAN YOU EXERCISE THEM?

6.1. Rights. *Our data protection rules give you a series of rights with regard to the data processing involved in our services, which can be summed up as follows:*

- a. **Right of access:** knowing what kind of data we are processing about you.*
- b. **Right of correction:** being able to request modification of your data because they are inaccurate or untrue.*
- c. **Right of deletion:** requesting deletion of your data when processing is no longer necessary.*
- d. **Right of limitation:** marking personal data stored in order to limit their processing in future.*
- e. **Right of objection:** requesting cessation of sending commercial messages.*
- f. **Right of portability:** this allows the person concerned to receive their personal data in a structured, commonly-used and mechanically readable format to transfer, copy or transmit it to another responsible party.*

6.2. Right to withdraw consent. *You can withdraw the consent you have given by writing to the email address info@micuento.com, or by post to Carrer de la Llacuna 162, Oficina 305; Barcelona (08018).*

6.3. The right not to be subject to a decision based solely on automatic processing of data. You also have the right to request that your personal data not be processed where this involves the party responsible taking decisions that significantly affect you and are taken automatically, without human intervention.

6.4. Exercising these rights. The Company guarantees that it has taken the necessary measures to assure the exercise of these rights free of charge. Moreover, to exercise the rights you must write to us at the email address info@micuento.com, specifying which right you wish to exercise.

6.5. Right to make a complaint to a supervisory body. You are further informed that you can request that your rights be protected by the Spanish data protection agency, with offices at Calle de Jorge Juan 6, 28001 Madrid.

7. CHANGES TO THE PRIVACY POLICY

Our Privacy Policy is subject to periodic change. The latest version of our Privacy Policy can be found on our website.