

# Atout France

## INFORMATION NOTICE FOR PARTNERS, CLIENTS OR PROSPECTIVE CLIENTS

The following information is communicated to you so that you are aware of Atout France's commitments regarding personal data protection.

This information will also enable you to gain knowledge of your rights, as well as the conditions under which personal data is collected, processed, stored and archived.

In the context of your contractual relations or prior authorisation, Atout France processes personal data (hereinafter the "processing") which relate to you.

**The categories of personal data processed by Atout France** are mainly collected in the context of assignments carried out by Atout France and regarding the promotion of French tourism offers in all territories. In this context, the following personal data categories:

- data relating to your identification, such as your civil status, your contact data...

**You are a partner or prospective client or client of Atout France, this information notice is communicated to you so as to inform you of your rights and the terms and conditions for the use of your personal data.**

*You hereby recognise that this information notice informs you of the purposes, the legal framework, the interests, the recipients or categories of recipients with whom we share your personal data and the possibility of transferring your data to a third country.*

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## 1. Preamble

1. Atout France is in the process of ensuring compliance with the rules imposed by the European Regulation on personal data protection. Our personal data protection policy is now compliant with these rules, which involves our informing you of our personal data protection policy by communicating this information notice to you.
2. Atout France is responsible for the processing set out herebelow regarding your personal data.

## 2. Contents of the information notice

### 2.1 Who are we?

#### 2.1.1 Processing officer

The following information is communicated to you so that you are aware of the personal data protection commitments of Atout France, whose registered office is located at 79/81 rue de Clichy, Paris 9ème, which acts as processing officer for personal data referred to in this document hereof. The processing officer pursuant to the European Regulation on data protection undertakes to protect personal data and to keep it confidential.

#### 2.1.2 Our data protection officer

Atout France has appointed a data protection officer, the contact details of whom are as follows: [dpo@atout-france.fr](mailto:dpo@atout-france.fr).

### 2.2 The personal data, which we process

In the context of personal data protection, the purposes of which are set out herebelow, Atout France collects and processes the following data:

- Identification data (e.g. surname, first name, address, professional contacts, etc.);
- Connection data (e.g. email address, cookies...);
- Sensitive data (e.g. information on intolerances in the context of the organisation of events).

### 2.3 The purposes and legal bases of our data processing

#### 2.3.1 The purposes and the bases of the processing, which we carry out

The processing which we carry out is so as to ensure the following purposes and on the following bases:

- registration of tour and holiday operators and holding of the public register of tour and holiday operators ;
- classification of commercial tourist accommodation and holding of the public register of classified accommodation ;
- Palace classification and Vignobles & Découvertes Label, the management of which has been entrusted by the State to Atout France ;
- organisation of events ;
- organisation of investigations ;
- organisation of competitions ;
- management of professional contact files ;
- management of member and prospective client files ;
- promotional and communication operations ;
- research.

### 2.3.2 The legitimate interests pursued

The legitimate interests pursued by Atout France may in particular consist of promotional or communication operations of France as a destination so as to fulfil as much as possible the general interest assignments entrusted to Atout France.

Atout France does not process any personal data of its employees based on legitimate interest grounds.

### 2.4 The recipients of your data

The personal data which we collect as for that, which is collected subsequently is intended for us in our capacity as processing officer.

We ensure that only approved and authorised persons can have access to such data. Our service providers may be recipients of such data in order to realise the services, which we entrust to them. Certain personal data may be sent to third parties or legally authorised authorities (e.g. state authorities) in order to satisfy our legal, regulatory or contractual obligations.

Atout France has set up offices throughout the world in order to carry out its assignments. These offices and subsidiary come under the responsibility of Atout France Paris.

Your personal data may be the subject of consolidation, pooling or sharing between all of Atout France's offices as well as its subsidiary.

Your personal data may be communicated to these offices and subsidiary for the purposes referred to in this information notice. These operations are carried out on the basis of instruments, which comply with the applicable regulations and capable of ensuring the protection and compliance of your rights.

### 2.5 The transfer of your data

We transfer your personal data to Atout France's offices located in the following countries: Atout France website– international network: <http://www.atout-france.fr/notre-reseau>

### 2.6 The length of time we store your data

The storage time which we apply to your personal data is proportionate to the purposes for which it has been collected. In consequence, we organise our data storage policy in the following manner: Atout France undertakes to store the personal data in accordance with legal obligations. Given the international scope of its activities, Atout France processes the personal data of residents of different territories. In consequence and so as to preserve the rights of all the persons concerned, Atout France has defined its storage rules according to the strictest regulations out of all these countries. The reference table attached hereto completes this information.

### 2.7 Your recognised rights

#### 2.7.1 Terms and conditions for exercising your rights

You may exercise your rights by electronic mail at the following address: [contact.rgpd@atout-france.fr](mailto:contact.rgpd@atout-france.fr) with proof of your identity.

In order to do so, you should clearly set out your surname(s), first name(s) and the address where you would like the form for the request to exercise your rights to be sent to. Immediately upon receipt of your duly completed, dated and signed form, to which you shall have attached a photocopy of an identification document including your signature, Atout France will be in a position to respond to your request. The form may also be sent by post to Atout France - Service Juridique (Legal Department) – 79/81 rue de Clichy, 75009 Paris - France.

In principle, you can exercise all of your rights, without any charge. However, regarding rights of access, the payment of reasonable costs may be requested from you based on the administrative costs for any copy of the data requested by you.

Regarding the right of information, Atout France shall not be obliged to follow up on this where you already have the information, for which you have requested the communication.

Atout France shall inform you if it cannot carry out your request.

Atout France wishes to inform you that the failure to supply or the amendment of your data may have consequences regarding the processing of certain requests in the context of the performance of contractual relations and that your request pursuant to the exercise of your rights shall be kept for monitoring purposes. All of your rights are set out in further detail in the following article (2.7.2).

### 2.7.2 Your right to information

*You recognise that this information notice informs you of the purposes, the legal framework, the interests, the recipients or categories of recipients with whom your personal data is shared and the possibility of a transfer of your data to a third country or international organisation.*

In addition to this information and with the aim of guaranteeing an equitable and transparent treatment of your data, you declare to have received the additional information regarding:

- the term for the storage of your personal data;
- the existence of your rights and the terms and conditions for their exercise.

In the event that we decide to process data for purposes other than those indicated, all the information relating to these new purposes shall be communicated to you.

### 2.7.3 Your right to access and rectify your data

You have a right to access and rectify your data, which you may exercise by contacting Atout France at the following address: [contact.rgpd@atout-france.fr](mailto:contact.rgpd@atout-france.fr).

In this respect, you receive confirmation of whether your data is processed or not and when it is processed and have a right of access to your data as well as information regarding:

- the purposes of the processing;
- the categories of personal data in question;

- the recipients or categories of recipients as well as the international organisations to which the personal data has been or shall be communicated, in particular the recipients established in third countries;
- where possible, the term of storage of your personal data, which is envisaged or where this is not possible the criteria used in order to determine such period;
- the existence of the right to request from the processing officer the rectification or the deletion of your personal data, the right to request a limitation of the processing of your personal data and the right to oppose such processing;
- the right to make a claim before a supervisory authority;
- the information relating to the source of the data where this is not collected directly from the persons concerned;
- the existence of automated decision making, including profiling and in the latter case pertinent information regarding the underlying logic, as well as the importance and the foreseen consequences of this processing for the persons concerned.

You may ask us, depending on the case, for your personal data to be rectified or completed if this is inaccurate, incomplete, ambiguous or out of date.

#### 2.7.4 Your right to request the deletion of your data

You may ask us for the deletion of your personal data in the event of one of the following grounds becoming applicable:

- the personal data is no longer necessary with regard to the purposes for which it was collected or processed in another manner;
- you withdraw the consent, which you had previously given;
- you oppose the processing of your personal data where there is no legal reason for the said processing;
- the processing of your personal data is not compliant with the provisions of the applicable legislation and regulations;
- your personal data has been collected in the context of the offer of services of the company of information regarding children less than 16 years of age.

Nonetheless, the exercise of this right shall not be possible where the storage of your personal data is necessary with regard to the legislation or the regulations and in particular for example for the recording, exercise or defence of legal rights.

#### 2.7.5 Your right to the limitation on the processing of data

You may request the limitation of the processing of your personal data in the cases provided for by the legislation and the regulations.

#### 2.7.6 Your right to oppose the processing of data

You have the right to oppose the processing of your personal data where the processing is based on the legitimate interests of the processing officer or where the processing is necessary for the performance of an assignment in the public interest or relating to the exercise of public authorities.

### 2.7.7 Your right to the portability of your data

You have the right to the portability of your personal data.

The data regarding which this right may be exercised relates:

- only to your personal data, which excludes anonymised data or data, which does not relate to you;
- declarative personal data as well as personal operating data referred to hereabove;
- personal data, which does not infringe the rights and freedoms of third parties such as those protected by business confidentiality.

This right is limited to processing based on consent or on an agreement as well as to personal data, which you have personally generated.

This right does not include derived data or inferred data, which is personal data created by Atout France.

### 2.7.8 Your right to withdraw your consent

Where the data processing, which we carry out, is based on your consent, you may withdraw this at any time. We shall then cease to process your personal data, without any prior operations for which you have given your consent being called into question.

### 2.7.9 Your right of recourse

You have the right to make a claim before the Cnil (French data protection authority) or your local authority if you are a citizen of a European country other than France (French authority for the protection of personal data) on French territory without prejudice to any other administrative or jurisdictional recourse.

### 2.7.10 Your right to define post-mortem directives

If you are a French citizen, you have the possibility of defining directives relating to the storage, the deletion and the communication of your personal data after your death through a certified trusted third party, in charge of ensuring that the will of the deceased is complied with in accordance with the requirements of the applicable legal framework.

## 2.8 Why is your data communicated to us?

Personal data of private individuals or professionals who have shown an interest in France as a destination is communicated to us in the context of general interest assignments entrusted by the French state to Atout France on the basis of the law n° 2009-888 of the 22<sup>nd</sup> July 2009 on the development and modernisation of tourism services.

Atout France has three main missions: to ensure the promotion of tourism in France both in France and abroad, to carry out tourism consultancy operations and to contribute to the policy of competitiveness and quality of tourism companies and destinations. Atout France is in charge of ensuring the quality of the offer thanks to several mechanisms: classification of tourist accommodation, Palace classification (*distinction Palace*) and registration of travel agencies.



## Reference table for the term of storage of personal data of partners or clients or prospective clients

Category	Processing category or macro purpose (such use comes under the framework of Atout France's global activities)	Term of storage by Atout France	Which category of person?
Investigations	Quantitative investigations	6 years	All
Investigations	Qualitative investigations	6 years	All
Events	Marketing	6 years	All
Events	Press events	6 years	All
Pro contact files	Catalogue –File Pro contacts	6 years	All
Statistical files	Web analysis	6 years	All
File management: members' future client	Competitions	6 years	All
File management: members' future client	Marketing Competitions	Term of the agreement + 6 years	All

File management: members' future client	Emailing	Term of the agreement + 6 years	All
File management prospective clients	Management of applications to Atout France	6 years	All
Sales	On-line shop	6 years	All
Collective tourist accommodation	Classification and holding of the public register of classified accommodation	Duration of the public service assignment	All
Tour and holiday operators	Registration and holding of the public register of tour and holiday operators	Duration of the public service assignment	All
Palace classification and Vignobles & Découvertes Label	Review of applications	Duration of the public service assignment	All