

## **PRIVACY POLICY**

This Privacy Policy (hereinafter referred to as the "Policy") aims to inform you about the processing activities of personal data on the website  
<https://www.sunmedia.tv/cannes2023/>

### **1. IDENTITY AND CONTACT DETAILS OF THE DATA CONTROLLER**

The data controller responsible for the processing of personal data is VLN Servicios Publicitarios Integrales S.L.U. (hereinafter "SunMedia"), with tax identification number B87495628, and registered address at Paseo de la Castellana, No. 130, 4th Floor, (28046) Madrid, Spain.

You can contact SunMedia by sending an email to our data protection officer at [gdpr@sunmedia.tv](mailto:gdpr@sunmedia.tv) or by sending a letter by regular mail to the following postal address: Paseo de la Castellana, No. 130, 4th Floor, (28046) Madrid, Spain.

### **2. PURPOSES AND LEGAL BASIS OF PROCESSING PERSONAL DATA COLLECTED ON THE WEBSITE**

SunMedia will process personal data strictly necessary to fulfil the following purposes:

<b>Data Controller</b>	<b>Processing Activity</b>	<b>Purposes of Processing</b>	<b>Categories of Personal Data Processed</b>	<b>Legal Basis for Processing</b>
SunMedia	<b>Collecting information through the form to contact the telephone number as requested</b>	SunMedia provides a form to collect your personal data, to contact you for the purpose of scheduling a meeting with the SunMedia Group	Identification Data Contact Data	Request for pre-contractual measures by the data subject (Article 6(1)(b) GDPR)
SunMedia	<b>Requested telephone contact</b>	If you have requested it, SunMedia will contact you by phone to schedule a meeting with the SunMedia Group company representative you may be interested in.	Identification Data Contact Data	Request for pre-contractual measures by the data subject (Article 6(1)(b) GDPR)
SunMedia	<b>Communication of your personal data to the SunMedia Group company to schedule the meeting</b>	SunMedia will transfer your personal data to the selected company within the SunMedia Group to schedule and maintain the requested meeting.	Identification Data Contact Data	Request for pre-contractual measures by the data subject (Article 6(1)(b) GDPR)
SunMedia	<b>Sending commercial communications</b>	If you check the appropriate box, SunMedia will process your personal data to send you its own commercial	Identification Data Contact Data	Explicit consent of the data subject (Article 6(1)(a) GDPR)

		communications related to the Internet advertising sector.		
SunMedia	<b>Communication of personal data to authorities</b>	In the event that we are required by a legal authority or public administration based on a specific regulation or decision that may justify their access to your personal data, we will transfer or allow access to your personal data by these entities to comply with the relevant legal duty.	Identification Data Contact Data	Legal compliance (Article 6(1)(c) GDPR)
SunMedia	<b>Responding to your inquiries and your requests to exercise your rights</b>	If you contact us, we will try to respond to any doubts, complaints, comments, or concerns you may have regarding the information included on the website. Likewise, we will manage incidents related to the processing of your personal data, including the exercise of your rights.	Identification Data Contact Data	Legal compliance (Article 6(1)(c) GDPR)

The categories of data defined above may include the following personal data:

- Identification Data: Name and surname, National Identity Document (DNI), Foreigner Identification Number (NIE), or passport.
- Contact Data: Postal address, postal code, email address, and telephone number.

We also remind you that, regarding those processing activities based on your consent, you have the right to withdraw it at any time for the purposes you may choose by sending an email to [gdpr@sunmedia.tv](mailto:gdpr@sunmedia.tv).

### 3. RECIPIENTS OF PERSONAL DATA

Your personal data will only be disclosed, as you may require, to companies within the SunMedia Group and for the sole purpose of scheduling and maintaining the required meetings. There will be no transfers of your personal data to entities outside of the European Economic Area. The following companies within the Belmont Group may receive your personal data:

- 4000 ADS DIGITAL ADVERTISING S.L., trading as Precio.com.
- SNAPUPP TECHNOLOGIES S.L., trading as Noddus.
- ADPONE S.L., trading as Adpone.

- UNBLOCKIA S.L., trading as Unblockia.
- RICH AUDIENCE TECHNOLOGIES S.L., trading as Rich Audience.

If it may be necessary for third parties to access personal data in order to provide certain subcontracted services on behalf of SunMedia, the necessary documents will be executed to ensure the security of your data and the proper exercise of your rights.

#### **4. DATA RETENTION PERIOD**

Your personal data will be retained only for the duration of the purposes for which they were collected. Once these purposes are fulfilled, SunMedia will keep your data properly blocked for the prescription period of any potential legal actions, solely for the purpose of fulfilling any legal obligations that may arise. Once such responsibilities expire, your personal data will be deleted.

#### **5. USER RIGHTS**

You have the right to exercise, at any time, by written communication addressed to SunMedia via email at [gdpr@sunmedia.tv](mailto:gdpr@sunmedia.tv), accompanied by your ID card, the rights of access, rectification, objection, erasure, restriction, and portability, as well as the right to revoke the consent given for the processing of your personal data. If you believe that SunMedia has violated the regulations regarding your personal data, you have the right to file a complaint before the Spanish Data Protection Agency.

#### **6. SECURITY MEASURES**

SunMedia will treat your personal data with absolute confidentiality. To this end, appropriate technical and organizational measures have been implemented to ensure the security of your personal data and to prevent their destruction, loss, unauthorized access, or unlawful alteration. When determining these measures, criteria such as the scope, context, and purposes of the processing, the state of the art, and existing risks have been taken into account. SunMedia warrants the following security measures:

- Pseudonymization and encryption of personal data;
- The ability to ensure the permanent confidentiality, integrity, availability, and resilience of processing systems and services;
- The ability to restore the availability and access to personal data quickly in the event of a physical or technical incident;
- Regular verification, evaluation, and assessment of the effectiveness of technical and organizational measures to ensure the security of the processing.

#### **7. MINORS**

Minors are not allowed to use the services offered by SunMedia.

In this regard, and since SunMedia does not have the capacity to verify whether users are minors or not, parents and guardians must enable the necessary mechanisms to prevent minors from accessing the website and/or providing personal data without their supervision. SunMedia shall assume no liability in this regard.

This Privacy Policy was last updated on May 24, 2023.