Privacy Policy

Your privacy is important to us. We encourage you to take a few minutes to read, understand and, where appropriate, agree to our Privacy Policy.

Document updated 28/03/2023.

1. Who is the data controller of your data?

Tendam Retail, S.A. (hereinafter, TENDAM) - CIF: A08099459.

Avenida del Llano Castellano, 51 - Madrid, Spain.

900 37 33 07

DPO: dpo@tendam.es

2. What data do we process?

2.1. Data provided by the data subject:

TENDAM may collect personal data that you provide to us directly through various available forms ways. When you register as a customer or make a purchase, your personal data, as well as the transactions carried out and in progress, are stored in our systems. You can modify all your data at any time in the user control panel.

Within the relevant forms you can see how some of the fields are marked as mandatory and that is because without such information, we cannot provide the requested service. These data are strictly necessary to process your order. Generally, they are: name and surname, shipping address (type of road, name of the road, building, staircase, city, province, postal code, country), telephone and contact email. In case you request a legal invoice, the fiscal data will be required so that we can issue such invoice.

TENDAM customers provide this information voluntarily, if you register through the website. At that moment a user profile will be created which purpose is to manage your order. The creation of these user profiles is necessary for the correct development of the commercial relationship between TENDAM and the customer.

Additionally, the development of our relationship generates information such as transactional data (for example, information you provide about your purchase tickets, orders, returns, etc.), connection and navigation data through the different web pages, complaints and incidents history. TENDAM treats this information statistically in order to analyse the services it provides to its customers.

TENDAM is present, through its brands, in social networks and, in addition to these, provides users with the possibility of communicating with us through different social media. The treatment of the data of the people who become followers establish a link or relation to TENDAM through the social networks or the means of communication made available to them, which will be governed by the legal notice of our website and the conditions of use, privacy policies and other regulations of access, use

and similar policies of the social network or medium that corresponds. The user is aware of them and will have previously accepted them.

Finally, only if you authorize us to do so, we can treat your card number truncated (that is, partially encrypted) to remember your payment method and facilitate future purchases. To ensure the security of your payment information, we will never have your full card number.

2.2. Data provided by the data subject unconsciously as a result of the application of algorithms (inferred data):

It is true that, increasingly, companies are using data that has not been provided directly by data subjects. These data, called "inferred data", are the data resulting from the application of algorithms to analyse a variety of data, such as social media and purchase records in order to categorize people, for example, to know the interest of our customers for certain products, the moments of purchase, tastes, purchase history, promotions consumed, satisfaction surveys, information from calls to our Customer Service, navigation performed on the TENDAM websites, etc. You can obtain more information on this subject in the following section of the Privacy Policy, which details the purposes of each treatment.

3. What is the purpose and legitimacy of your data treatment?

The table below shows in detail the different purposes for which your data may be processed depending on your relationship with TENDAM and its legal basis:

3.1. To manage the contracted Services and to bring the contractual relationship to a successful conclusion.

Your data will be processed to provide the requested service, which, among other activities, may involve: (i) your registration as a customer; (ii) preparation of the order and management of the delivery by any of the available channels; (iii) processing and responding to your doubts, queries or complaints.

Failure to accept this purpose will mean that we will not be able to sign the contract(s) to provide you with the services you are interested in.

To learn more about contracts:

Cortefiel Online Store Terms of Use
Pedro del Hierro Online Store Terms of Use
Springfield Online Store Terms of Use
Women´Secret Online Store Terms of Use

Legitimating base
Execution of the contract
Category of data
Identifying and contact data;
Transactions of goods and services;
Data derived from the use of the service.

3.2. Send commercial information about Products and Services of our Brands as well as Products and Services of other brands manufactured and/or marketed by TENDAM.

Whenever you request it through the boxes provided in the different forms, we will send you commercial information about offers, promotions and discounts of all TENDAM brands. We may also send you information about products or services which brand is owned by third parties with whom TENDAM has reached an agreement to allow their distribution or licensed production.

This information will be sent by various means of contact (electronic and non-electronic): postal address, e-mail, cell phone (SMS, RCS...), among others.

Legitimating base

Consent

Category of data

Identification and contact data;

Data derived from the use of the service.

3.3. Profile creation

This purpose allows TENDAM to collect and process data on browsing and purchasing (amounts, order frequency, details of physical stores visited and/or online store, etc), whether you benefit from being a member of one ormore of our Clubs, as the case may be, your interests and preferences, so that this information allows TENDAM to offer you products and services that may be of interest to you, and not others.

The processing of data for profiling purposes is based on TENDAM's legitimate interest. To this end, TENDAM has weighed the interests and rights of data subjects, and the measures taken by the data controller to meet its general obligations in terms of proportionality and transparency, and has concluded that:

1. the impact on the fundamental rights and public freedoms of individuals is low;
2. such processing can be reasonably foreseen by the data subject who is interested in receiving personalized offers and, on the contrary, is bothered by generic advertising;
3. the processing of data for the above purposes does not lead to exclusion, discrimination, defamation, or situations that could endanger the data subject's reputation and/or bargaining power.

The purpose of the analysis will be to identify which products and services are most relevant to different groups of users who share common features (e.g. age) or similar purchasing habits (e.g. dates on which they usually buy). You may request additional information about how we have assessed our legitimate interest and your own interests by contacting us in the terms indicated in section 8 of this Privacy Policy.

Legitimating base

Legitimate interest in order to improve the service and offer the most accurate products to our customers. You may exercise your right of objection under the terms set out in paragraph 7 of this Privacy Policy.

Category of data

Identification and contact data;

Personal characteristics;

Transactions of goods and services;

Data derived from the use of the service.

3.4. Respond to your information request about the nearest store based on geolocation.
Geolocation is disabled by default. Only in cases where you request us, with the user's consent, information about our nearest store will be activated to give you an answer to your request. Although the navigation that considers the geographic location is always a user's choice, in cases where you refuse access to location data, the website will not be able to offer you the functionalities based on that location. Under no circumstances will the website track the user's location on a continuous basis. The personal data provided will not be retained once the request for information has been answered.
Legitimating base
Consent
Category of data
Identification and contact data;
Geolocation.

3.5. Web browsing management and analysis
Management of the user's web browsing. We process the information to allow and facilitate your access and navigation through our digital media. For example, to offer you the version of the web page that best suits the characteristics of the device you choose to enter our website, your language, among others. Also, prior to your consent, we will analyse your browsing in order to adapt to your needs. You can consult our cookies policy here.

Legitimating base
Legitimate interest in ensuring the operation and security of the management as a customer / user (technical and necessary cookies) and consent of the person concerned (optional cookies)
Category of data
Identifying and contact data;
Personal characteristics;
Transactions of goods and services;
Data derived from the use of the service.

3.6. Compliance with legal obligations.
TENDAM is subject to different regulations that imply the need to process personal data in order to comply with them (e.g. tax regulations). In compliance with these obligations, TENDAM may communicate your data to the competent Public Administrations or Courts, provided that the request is made through the established legal channels.

Legitimating base
Legal obligation
Category of data
Identification and contact data;
Personal characteristics;
Transactions of goods and services;
Data derived from the use of the service.

4. How can you stop receiving commercial offers?

In all the commercial communications that we send you by electronic means, a link will be enabled -UNSUBSCRIBE or similar- that will allow you to manage your privacy and request that we do not send you new commercial communications. Likewise, you can revoke your consent or express your opposition through any of the following means:

- Sending an email to the email address **dpo@tendam.es** in this case, it is necessary that they are directed from the same email address which was created by the user.
- By managing your privacy options through MY ACCOUNT section for those users who have registered their account in any of our websites or who are members of any of our loyalty clubs.
- By postal communication addressed to TENDAM RETAIL S.A., A/A DPO, Avda. del Llano Castellano 51, 28034 Madrid, Spain.

As a general rule, the processing time is 48-72 hours, so it is possible that during this time you may receive some commercial communication.

5. How long do we keep your data?

If you have registered as a customer on our website, your personal data will be kept as long as you do not request your cancellation, because we understand that, in the meantime, you are still interested in keeping your account regardless of the fact that your activity as a customer may be interrupted for a period of time. If you have not registered as a customer, but you make an online purchase your data will be retained until we confirm that the order has been delivered without incident and that there are no complaints.

Once you request your deregistration or confirm that the order has been delivered without incident and that there are no claims, your data will be deleted in accordance with the provisions of the data protection regulations which implies its blocking, being available only at the request of Judges and courts, the Public Prosecutor or the competent Public Administrations during the limitation period of the actions that may arise to be subsequently eliminated.

The prescription periods vary depending on the type of service, for exemplary purposes, in general the prescription period for most of the personal civil actions is 5 years.

6. Will we share your data with third parties?

To fulfil the purposes described in this Privacy Policy, it is necessary that we communicate your personal data to the following entities depending on the legitimate basis that supports such communication:

Based on the **execution of the contract**, your payment data is collected by the financial institution or the gateway that manages payment.

In order to comply with applicable legal obligations, we may communicate your data to:

- Competent Courts or Tribunals, provided that the request is made through the established legal channels.
- Tax Agency and other competent administrations, for the fulfilment of legal obligations of any kind.
- Law enforcement agencies in the framework of an ongoing investigation.

In order to comply with our legitimate interest in maintaining a centralized customer management, we may communicate your data to other entities of the TENDAM Group https://www.tendam.es/nuestras-companias/ (Spanish version) and https://tendam.es/en/our-companies/ (other languages versions) for internal administrative purposes. You may request additional information on how we have assessed our legitimate interest and your own interests by

contacting us in the terms indicated in section 8 of this Privacy Policy. You may exercise your right to object under the terms set out in section 7 of this Privacy Policy.

For the provision of our services, we rely on the support of various suppliers who act under our instructions as "data processors". Some of these data processors may be located outside the European Economic Area, thus resulting in an international transfer of data. In this case, TENDAM will cover such transfer by one of the guarantees established in the applicable regulations. You can obtain more information about our data processors and the details related to international transfers by contacting us in the terms indicated in section 8 of this Privacy Policy.

7. What are your rights when you provide us with your data?

Read and know your rights. If you have any questions, please contact us at **dpo@tendam.es**

The rights that assist you against TENDAM due to the processing of personal data are the following: the right to access your personal data, rectify inaccurate data, request its deletion, limit any of the treatments or oppose any use (for example subsequently oppose the sending of advertising), as well as not being the object of decisions based solely on the automated processing of your data and porting your data. To exercise them, it will suffice to send an e-mail to **dpo@tendam.es**, or a letter to TENDAM RETAIL S.A., A/A DPO, Avda. del Llano Castellano 51, (28034 Madrid). You also have the possibility of claiming before the Data Protection Control Authority.

Right of access	You have the right to obtain from TENDAM confirmation as to whether or not we are processing personal data concerning you, as well as information on: the purposes of the processing; the categories of data being processed; the recipients or categories of recipients to whom the data have been or will be disclosed; if possible, the expected period for which the personal data will be stored or, if this is not possible, the criteria used to determine this period. In such cases, TENDAM will provide you with a copy of the personal data being processed. In addition, when requested by electronic means, the information will be provided in a commonly used electronic format.
Right of rectification	You have the right to request that TENDAM rectify, without undue delay, personal data when it is inaccurate or complete when it is incomplete. If you are registered on our website, it may be easier for you to correct them directly by modifying your profile.
Right to erasure / Right to be forgotten	You have the right to obtain from TENDAM the deletion of personal data concerning you without undue delay if one of the following circumstances applies: 1. they are no longer necessary in relation to the purposes for which they were collected or processed; 2. you withdraw your consent and the processing is not based on any other legal basis; 3. you object to the processing and no other legitimate grounds for the processing prevail; 4. they have been processed unlawfully; 5. the data must be erased in order to comply with a legal obligation under a Union or Member State law that applies to the data controller;

	6. the personal data have been obtained in connection with the provision of information society services. Where the deletion results from the exercise of the right to object for direct marketing purposes, TENDAM may retain your identifying data in order to prevent future processing for these purposes. Where TENDAM has made personal data public and is obliged to delete such data, TENDAM will, considering available technology and the cost of its implementation, take reasonable measures, including technical measures, to inform the data controllers who are processing the personal data of your request for deletion of any link to such personal data, or any copy or replica thereof.
Right of limitation	You will have the right to obtain from TENDAM the limitation of data processing when any of the following conditions are met: 1. When you have contested the accuracy of your personal data, during the period that allows TENDAM to verify the accuracy of the data; 2. In the event that you consider that the processing is unlawful and TENDAM has opposed the deletion of the personal data and you request instead the limitation of its use; 3. TENDAM no longer needs the personal data for the purposes of the processing, but you need them for the formulation, exercise or defence of claims; 4. In the event that you have objected to the processing, while we verify whether TENDAM's legitimate grounds override yours. When you have obtained the restriction of processing in accordance with the present paragraph, you will be informed by TENDAM before lifting such restriction. TENDAM will communicate any rectification or erasure of personal data or restriction of processing to each of the recipients to whom the personal data have been communicated, unless this is impossible or would require a disproportionate effort. TENDAM will inform the data subject about such recipients upon request.
Right of portability	You have the right to receive personal data in a structured, commonly used and machine-readable format and to transfer it to another data controller where the processing is based on consent or contract and is carried out by automated means. In exercising your right to data portability, you have the right to have personal data transferred directly from data controller to data controller where technically feasible. The exercise of this right is without prejudice to the powers granted by the right of erasure. This right to portability shall not apply to processing necessary for the performance of a task carried out in the public interest or in the exercise of public powers vested in TENDAM. The right to portability shall not extend to data that TENDAM would have inferred from data deriving directly from the use by TENDAM of the services provided.
Right to object	You have the right to object to the processing of data concerning you at any time, including profiling. If you exercise this right, TENDAM will stop processing your

	personal data, unless we can demonstrate legitimate grounds for the processing to override your interests, rights and freedoms, or for the formulation, exercise or defence of claims. Where the processing of personal data is for direct marketing purposes, you have the right to object at any time to the processing of personal data concerning you, including profiling insofar as it is related to the aforementioned marketing strategy. Therefore, personal data will no longer be processed for such purposes.
Right to withdraw your consent	You may withdraw your consent at any time. Your withdrawal will not affect the lawfulness of the processing based on consent prior to its withdrawal. The way to withdraw consent will be as simple as you gave it.
Right to file a complaint	You have the right to lodge a complaint to the Control Authority, especially when you have not obtained satisfaction in the exercise of your rights.

In cases of manifestly unfounded or excessive requests, especially repetitive ones, TENDAM may charge a fee to compensate for the administrative costs of fulfilling the request, which will correspond to the actual cost of processing the request.

TENDAM will inform you of the actions resulting from your request within one month (which may be extended by two months in the case of particularly complex requests, an extension which we will notify you within the first month). If TENDAM decides not to comply with a request, we will inform you of this, and give reasons for the refusal, within the above-mentioned applicable period.

8. Modifications and consultations.

Tendam reserves the right to modify its privacy policy because of a change in legislation, jurisprudence or in accordance with its criteria or business practice. If the Privacy Policy is modified, we will notify you through our website or any other means of communication, in order to ensure that you are informed of the new applicable privacy terms. If you continue to make use of the services available via this website after we have informed you of the changes to our Privacy Policy it will mea n that you agree to the new terms, except in relation to possible data processing purposes where your consent is required. For any questions or clarifications regarding our privacy policy please contact us at: dpo@tendam.es.

9. Cookies Policy

You can see our complete Cookie Policy **here**