

# PERSONAL DATA

## 1. Purpose and basis of the processing of personal data

The personal data collected when ordering a Ticket, an Activity or an Insurance is processed in order to:

- Process the order. This processing is necessary for the performance of the contract concluded between Méribel Alpina and the Client;
- Send the Customer promotional offers, newsletters, invitations to participate in games or competitions or satisfaction surveys. This processing is based, with regard to messages sent by Méribel Alpina, on the legitimate interest of the latter in developing its activities if the e-mail address is collected on the occasion of a purchase on the Méribel Alpina Websites or on an ATM, on the consent of the Customer if the e-mail address is collected on the occasion of a purchase in a Point of Sale or on the Application. This processing is based, with regard to messages sent by Méribel Alpina's partners (Méribel Tourist Office, commercial partners, companies affiliated to Méribel Alpina), on the Client's consent;
- Respond to inquiries, comments, and complaints from the Client. This processing is based on the Client's consent.

## 2. Data Controller

The above-mentioned processing is carried out under the responsibility of Méribel Alpina, represented by Alexandre Bouet, its Managing Director, and whose contact details are as follows:

- Address of the registered office: Lieu dit Les Allues, 73550 Méribel Les Allues, France;
- Postal address: 350 route de Mottaret, 73550 Méribel, France;
- Tel.: +33 (0)4 79 08 65 32;
- Email: [contact@meribel-alpina.com](mailto:contact@meribel-alpina.com).

## 3. Recipients of personal data

The data collected is intended for:

- In Meribel Alpina;
- To Méribel Tourisme for sending commercial information;
- To Alma in the event of payment of an order in several instalments;
- To service providers whose intervention is necessary to carry out the above-mentioned processing;
- If the Client consents, to Méribel Alpina's partners (Méribel Tourist Office, commercial partners, companies affiliated with Méribel Alpina).

This data may be transferred to a country outside the European Union. The Client may obtain information on this transfer and the guarantees that apply to it from Méribel Alpina.

## 4. Retention periods of personal data

The data collected is kept for the following periods:

- Data used to process an order:
  - o If the order is not placed electronically, for five years from the date of collection;
  - o If the order is placed electronically, for five years from the date of collection if the amount of the order is less than €120, for ten years from the date of collection if the amount of the order is equal to or greater than €120.

By way of exception, the credit card number and expiry date are kept for fifteen months from the last debit date for proof purposes in the event of a dispute between the transaction. The cryptogram is not retained after the transaction.

Also by way of exception, the photograph is kept for three years from the date of collection, in order to facilitate the reissue of the Ticket, provided that the Customer has consented to it. In the absence of consent, the photograph is kept for the period of validity of the Ticket on which it appears;

- Data used to send the Customer promotional offers, newsletters, invitations to participate in games or competitions or satisfaction surveys: for three years from their collection, this period being renewed for each significant interaction between the Customer and Méribel Alpina (new order, request for information, etc.);

## **5. Rights of persons whose data is processed**

The person whose data is processed may access the data concerning him/her, have it rectified or deleted, transfer it or have it transferred to a third party, obtain the restriction of its processing or object to such processing. In addition, the Data Controller may withdraw their consent to the processing of their data, but the withdrawal of such consent shall not affect the lawfulness of the processing carried out prior to such withdrawal.

To exercise these rights, you must send a request to the Data Protection Officer of Méribel Alpina, at the contact details indicated below.

Their contact details are as follows:

- Address of the registered office: Lieu dit Les Allues, 73550 Méribel Les Allues, France;
- Postal address: 350 route de Mottaret, 73550 Méribel, France;
- Tel.: +33 (0)4 79 08 65 32;
- Email: [contact@meribel-alpina.com](mailto:contact@meribel-alpina.com).

Méribel Alpina will comply with this request subject to compliance with the obligations imposed on it. In order to protect personal data, Méribel Alpina reserves the right to ask the person for proof of identity before responding to this request.

Finally, the person whose data is processed may lodge a complaint with the Commission Nationale de l'Informatique et des Libertés (CNIL) if he or she considers that his or her rights are not being respected.

The contact details of the CNIL are as follows:

- CNIL, 3 place de Fontenoy, TSA 80715, 75334 Paris Cedex 07, France
- Sesame. : +33 (0)1 53 73 22 22 – Fax : +33 (0)1 53 73 22 00
- Website: <https://www.cnil.fr/fr/plaintes>.

In addition, the person whose data is processed can register free of charge on the list of objections to telephone canvassing on the <https://www.bloctel.gouv.fr> website .