

## **1 INTRODUCTION**

### **1.1 Document purpose**

This General Policy defines the rules to be applied to the protection of all personal data relating to natural persons and obtained by ACI d.d. as Controller in the course of its regular business activity.

ACI respects the privacy of natural persons and does everything possible in order to protect their personal data. The collection and storage of data in the ACI database are performed in accordance with the provisions of the Act on Implementation of the General Data Protection Regulation and Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation)(hereinafter referred to as: the Regulation).

“Personal data” are all data referring to an individual whose identity has been established or can be established directly (e.g. by name) or indirectly (e.g. by telephone number) as a natural entity. Before submitting your personal data, we propose you to read this document, in which the rules and guidelines for the protection of the clients’ privacy are described.

Personal data collected and processed by ACI d.d. are viewed as confidential information property which its owners have made available to the company. The data are approached with special care and can be used solely in accordance with the purpose they have been collected for.

### **1.2 Scope of application**

ACI d.d. is a company registered for the activity of marinas, the object of its business is the provision of nautical tourism services in the Republic of Croatia. The focus of personal data processing, with the exception of such personal data as is related to employees and business partners, is predominantly on the personal data of clients - service users.

At ACI d.d., we are aware that our success depends on the satisfaction of our clients and the measures we take with respect to the protection of their rights regarding personal data. We take personal data protection very seriously and it is our desire that all natural persons, with whose personal data we come into contact, are able to feel safe. In the processing of such data, ACI d.d. gives their protection priority in all its business processes.

The present Policy is applied in the entire ACI d.d. system, to all processing activities in which the personal data of natural persons are used, with which data the company comes into contact in the course of its registered business activity. In the course of our business activity, we collect and process only such personal data as are necessary in view of the purpose of the processing activity, in compliance with national and international regulatory rules. By means of our systematic approach of personal data management, we create a safe environment for all natural persons, an environment which ensures privacy and fundamental freedoms and rights with respect to personal data.

## **2 GENERAL PERSONAL DATA PROTECTION POLICY**

The protection of natural persons with respect to the processing of their personal data constitutes a fundamental right of every natural person, wherefore the protection of their personal data, in all the procedures we perform on a daily basis with the aim of fulfilling our business and statutory obligations, is one of the basic obligations we comply with in our business activity.

The principles and rules defined by the present General Policy refer to the protection of natural persons in relation to the processing of their personal data and are focused on the respect for their fundamental rights and freedoms, and especially their right to the protection of their personal data.

By adopting this Policy and its accompanying documents, which regulate and introduce the rules and responsibilities, processes, methods, techniques and tools, we have obliged all our employees, as well as other participants of our business processes, to apply this Policy, the principles and prescribed rules related to the protection of personal data with the aim of systematic management and constant improvement of privacy and personal data protection. Apart from this Policy of ACI d.d., other internal acts which regulate personal data protection in accordance with the purposes of its processing and its legal basis also apply.

### **3 BASIC PRINCIPLES**

The principles on which our Personal Data Protection Policy relies and in accordance with which we systematically build and advance our procedures, processing activities and personal data protection measures, arise from the principles relating to processing of personal data as defined by the provision of Article 5 of the Regulation. It is obligatory to implement the principles in the entire scope of the business activity in the processing activities, in which the personal data of natural persons are used and processed.

Personal data may be collected solely in accordance with legal regulations and ethical principles. In accordance with this, it is obligatory to apply the following principles:

- **Lawfulness, fairness, transparency**

The personal data of all natural persons are collected and processed in a lawful, fair and transparent manner. With this objective in mind, we inform every natural person in a clear and comprehensible manner on the purpose of the collection and processing of personal data, the manner and time of storage of such data and the rights they may exercise with respect to their personal data.

- **Purpose limitation**

The collection of personal data from natural persons is limited exclusively to the purpose of fulfilment of obligations accepted through the contractual relationship with the natural person or for the purpose of fulfilment of statutory obligations.

- **Data minimisation**

When collecting data from natural persons, it is ensured that only such personal data are collected, as are necessary to fulfil the purpose of the specific processing activity. ACI d.d. collects and stores personal data solely to the extent to which this is necessary for the provision of the specific service. During data storage, personal data are stored at the lowest possible number of locations, at which they are adequately protected by the ensuring of organisational and technical protection measures. Access to personal data is enabled solely for business purposes.

- **Accuracy of personal data**

Through regular processing and control activities, appropriate measures are taken to ensure the accuracy and regular updating of data, enabling the performance of necessary corrections or the deletion of inaccurate data without delay.

- **Personal data storage limitation**

The storage and retention of personal data in the form which enables the identification of natural persons is permissible only for the length of time as is necessary to fulfil the purpose of the processing, in accordance with the legal provisions, internal acts and data storage deadlines.

- **Integrity and confidentiality**

In all personal data processing activities, appropriate technical and organisational measures are applied, ensuring the adequate security of personal data, which includes the protection from unauthorised or illegal processing and protection from accidental loss, destruction or damage.

- **Accountability**

In the procedures of personal data collection and processing, the creation of adequate records is ensured, by means of which ACI d.d. can prove the accountability and compliance of the data processing activities with the above principles.

## **4 PERSONAL DATA PROTECTION SYSTEM**

### **4.1 Purpose of personal data collection and processing**

At ACI d.d., we collect and process personal data for the purposes of:

- fulfilment of contractual obligations towards our clients, employees and business partners;
- fulfilment of statutory obligations,
- fulfilment of legitimate Company interests and
- for marketing purposes

Personal data are collected and processed exclusively pursuant to legal rules, ethical principles and the principles expressed in item 3 of this Policy. In the collection and processing of personal data, the principle, according to which only such data may be collected as are actually necessary for the respective processing activity, applies. Any collection of excess data is prohibited.

We process personal data based on a clearly specified and documented legal basis, contractual relationship or clearly documented consent of the natural person.

When the personal data of natural persons are processed based on the legitimate interests of ACI d.d. or for direct marketing purposes, the natural person is entitled to complain.

Granted consent may be withdrawn at any time by means of a statement submitted by e-mail or regular mail to ACI d.d. contacts specified on our website.

Before collecting personal data, we offer clear information on the purpose of the processing, the legal basis of the processing, possible third parties to whom the data is to be transferred, information on whether the personal data are to be transferred to a third country, the contacts of ACI d.d. as Controller and the contact data of the Personal Data Protection Officer. The said data are contained in the document entitled "Information on the Collection of Personal Data" published on the official ACI d.d. website.

## **4.2 Processing procedure**

Data covered by the system of this Policy - data which ACI d.d. primarily requests from you and which are protected:

- first and last name
- address
- citizenship
- e-mail
- telephone and/or fax number
- if necessary, bank account number

The Personal Data Protection Officer, whose contact information is published on the official website, is responsible for the establishment and maintenance of the personal data management system and the coordination of all activities related to personal data management.

Apart from the Personal Data Protection Officer, the Management Board and all ACI d.d. employees are also obliged to:

- continuously apply the basic principles, prescribed rules and procedures of personal data protection, each within the scope of their work.
- continuously implement educational activities in order to raise awareness on the requirements of the relevant legislation and the need for personal data protection.

The processing of personal data is always subject to contractual provisions on confidentiality and security pursuant to the relevant regulations on personal data protection. We do not submit any personal data of natural persons to persons unauthorised for their processing. ACI d.d. manages and maintains the register of types of personal data and the processing activities (Processing Records) performed in relation to them.

With the aim of increasing the sale of our services/products, we periodically carry out marketing campaigns, for which purpose we collect and process a minimum set of personal data of targeted groups of natural persons, with the consent of the natural persons in question.

At ACI d.d., we do not carry out any processing based on which automated decisions in relation to natural persons are made.

We periodically process personal data outside of the territory of the Republic of Croatia for the purpose of implementing marketing campaigns for target groups of consumers outside of Croatia. Such processing activities are carried out on the basis of contracts with partners which perform marketing activities outside of Croatian territory. The manner of data collection and processing, as well as other details regarding such processing procedures are defined by contract clauses.

## **4.3 ACI MARINAS - mobile application**

The ACI MARINAS mobile application enables the reservation of berths in the marinas of the ACI system. The purpose of personal data usage is the management of berth reservations, establishment of contacts with natural persons (in order to be able to send data by mail, fax, e-mail, telephone etc.),

should a need for quick contact arise, or for the purposes of statistical data processing, but only for internal market research needs of ACI d.d.

In the case of participation in the activities in the social media we sponsor, specific personal data from a natural person's user account on a social medium may be collected in accordance with that natural person's settings for social media services.

With the aim of better operation of the application, display of the user's map location and the delivery of notifications according to the user's location, the ACI MARINAS application makes it possible to determine the GPS position, which is completely anonymous and by no means connected to your personal data. The option of establishing the GPS position in the application may be turned off at any time.

In relation to the obligations towards local authorities, ACI d.d. may be obliged to submit personal data to local authorities solely if this is provided for by the law. We are entitled to submit personal data to a third party in the case of violation of the General Terms of Usage of the ACI MARINAS application.

#### **4.4 Booking service**

A booking service is a system of berth reservation via the [www.aci-marinas.com](http://www.aci-marinas.com) website or the ACI MARINAS mobile application.

Any personal data collection performed during reservation has the purpose of service provision and such data are used for further business communication between the natural persons and ACI d.d.

ACI d.d. is obliged to provide protection of personal customer data by collecting only basic data on natural persons that are necessary for the fulfilment of our obligations. ACI d.d. provides data on the manner of usage of the collected data, regularly offers the possibility of choice of personal data usage, including the possibility to decide whether the natural persons desire that their name be removed from the lists used in marketing campaigns.

All personal data are strictly kept and accessible only to employees requiring such data in the conduct of their work and contractual partners with which a confidentiality agreement has been concluded, solely for the purpose of database management and optimisation.

#### **4.5 Privacy by Design rules, security of personal data processing and protection measures**

By introducing appropriate protection measures and regularly supervising their application, we strive to continuously raise the security level in all personal data processing activities. It is obligatory to apply appropriate measures for protecting the personal data and privacy of data subjects in all new processing activities which we introduce in our business. For this purpose, in the development of new products and services or any other kind of processing, it is obligatory to comply with rules defined through the processes and procedures of the design and development of new products and services. With the aim of personal data protection, we take reasonable precautionary measures and follow the best practice examples in order to ensure that they are not lost, abused, accessed, revealed, modified or destroyed in an inappropriate manner.

All new processes and information processing systems are designed so as to meet all the requirements of the present Policy.

It is obligatory to apply appropriate measures for protecting the personal data and privacy of natural persons in all new processing activities which we introduce in our business. For this purpose, in the

development of new products and services or any other kind of processing, it is obligatory to comply with rules defined through the processes and procedures of the design and development of new products and services.

### **Data storage**

We secure the stored personal data in an adequate manner and carry out appropriate organisational, technical and protective measures. Pursuant to the principle of data minimisation, we store such data at the lowest possible number of locations and to the least possible extent.

All personal data for which there is no basis for storage are destroyed without delay.

## **5 The rights of data subjects and management of their requests**

All natural persons are enabled to exercise their rights in accordance with rules as established by the Regulation.

ACI d.d. grants the following rights in relation to personal data:

- issuing a certificate on the processing of personal data,
- access to their personal data and obtaining information on the choice of personal data, purpose and duration of their processing, personal data categories, the foreseen period, in which the personal data will be stored, data on the controller, the processors and the recipients to whom such personal data may be revealed,
- withdrawing the given consent at any time, if your data are processed subject to such consent,
- correction or update of data, in order to ensure their accuracy at any time,
- deletion of personal data if they are no longer necessary for the purpose for which they were processed,
- restricting the processing of personal data in certain cases, such as in cases when you have contested the accuracy of your personal data, for the period necessary to verify the accuracy of the data,
- transferability of the personal data in electronic form, i.e. to receive personal data and/or directly transfer them to another controller and
- to submit complaints to ACI d.d. and/or the competent supervisory authority (Croatian Personal Data Protection Agency, [azop@azop.hr](mailto:azop@azop.hr)).

Rights referring to personal data may be requested in writing through request forms related to personal data, available on the website.

Upon written request by the natural person, personal data provided upon consent must be deleted from all ACI d.d. data systems and data systems of third parties to which it has granted access. Each natural person is entitled to the transferability of their personal data. On written request, the personal data will be delivered in electronic form.

ACI d.d. establishes and maintains measures of detection of unauthorised access to personal data and “leakages” of personal data from the data system. In the case of disruptions of personal data security, ACI d.d. reports this to the supervisory authority without delay, and by latest within 72 hours from the discovery of the incident. In the case of unauthorised “leakage” of personal data, the natural person whose data has been compromised is also notified of the event, but only if this can be carried out in a reasonable manner.

The Personal Data Protection Officer is responsible for receiving complaints and reports on personal data violations.

## **6. Final provisions**

The present Policy enters into force on the day of its adoption and will be published in the intranet and the official Company website.