

## **Personal data controller**

The personal data controller is the Bled Tourist Board, Ljubljanska cesta 27, SI-4260 Bled (hereinafter referred to as the “Bled Tourist Board”).

## **Purpose of personal data collection**

Personal data of data subjects are being processed by the Bled Tourist Board in order to perform its tasks as set out in the Institutes Act and in their statute of a public institution, for the performance and execution of their contractual relationship, and for the execution of tasks carried out in the public interest, or on the basis of a consent provided by the data subject.

To meet the needs of individuals, the Bled Tourist Board primarily performs the following tasks:

- information tourism activities, including:
  - informing tourists, including those with special needs,
  - collecting information for the purpose of informing visitors,
  - establishing the opinions of visitors about the quality of the tourist offer,
  - receiving and submitting proposals and complaints of visitors regarding the tourist offer to competent authorities,
  - laying-out and upkeep of tourist information signage,
- managing the town of Bled as a tourist destination,
- promoting the development of comprehensive tourist products within the tourist region,
- marketing a comprehensive tourist offer at the level of the tourist region,
- promoting tourism,
- protecting monuments of local and national importance,
- developing and maintaining tourist infrastructure,
- developing and maintaining green spaces for tourists (maintenance and landscaping of parks, lawns, floral displays, hiking and theme trails etc.),
- arranging and including protected natural areas in the tourist offer while taking into consideration the conservation acts, development guidelines, and protection regimes in protected areas,
- organising and conducting events,
- raising awareness about a positive attitude towards tourists and tourism among the locals,
- other services that are provided to tourists in this tourist region free of charge.

In order to achieve optimal capacity utilisation effects when it comes to management, the Bled Tourist Board may also be engaged in commercial activities in the field of their activity, whereby any income generated from said activities is strictly dedicated to the development and execution of the main activity of the Bled Tourist Board.

In the framework of the activities set forth in the previous paragraph, the Bled Tourist Board may, in line with its spatial, technical and personnel-related capacities, primarily perform the following marketing activities:

- designing, marketing, and selling souvenirs, literature, products of local origin, and similar products, whereby the products originating from the tourist region take precedence when it comes to presentation, offer, and sale;
- providing catering, educational, exhibition, museum, and other services for visitors and organisers of events taking place in managed facilities, as well as during promotional events;
- performing information activity;
- providing services to other people;
- leasing facilities and technical equipment, equipment for events and other managed equipment, and providing assistance and technical support to other organisers for the execution of individual promotional events.

## **Legal basis for the processing of personal data**

The Bled Tourist Board will process data if:

- the data subject has provided their consent for the processing of personal data for one or more specific purposes,
- said processing is necessary for the performance of a contract, the contracting entity of which is the data subject,
- said processing is necessary for the compliance with a legal obligation to which the Bled Tourist Board is subject,
- said processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the Bled Tourist Board.

## **Types of personal data undergoing processing, and sources for retrieving personal data**

The Bled Tourist Board may retrieve and process the following personal data of data subjects:

- personal registration number;
- first name;
- address of permanent or temporary residence;
- date and place of birth;
- employment;
- e-mail address;
- phone number.

The Bled Tourist Board may obtain personal data set out in the previous paragraph directly from the data subject. Furthermore, the Bled Tourist Board may also obtain personal data from the data controller of the Central Population Register, the National Registry, the Land and Property Register, or another data controller, if the law so provides.

## **Categories of data subjects whose personal data may be processed**

The Bled Tourist Board processes the personal data of data subjects who take part in the processes and tasks executed by the Bled Tourist Board, which primarily include:

- employees of the Bled Tourist Board,
- contractors of the Bled Tourist Board,
- individuals who have concluded a contract with the Bled Tourist Board,
- visitors and users of the services provided by the Bled Tourist Board,
- other individuals who come into contact with the Bled Tourist Board where personal data processing is performed.

Details of the categories of data subjects included in each individual personal data collection are published in the records of personal data processing activities which is available on the website of the Bled Tourist Board.

## **Personal data recipients**

The Bled Tourist Board will only allow the following authorised users to process or transfer personal data:

- authorised employee of the Bled Tourist Board,
- authorised persons processing personal data for the authorised contractual processor of the Bled Tourist Board,
- persons who demonstrate their authorisation to access personal data within the framework of the law or by-laws,
- persons who have been granted an authorisation for access by the data subject.

## **Personal data storage**

The Bled Tourist Board properly stores and protects personal data both in physical and electronic form. The data which are being processed for the purpose of complying with contractual obligations are stored until all obligations arising from the contractual relationship have been fulfilled. The data are stored for the period predefined in the regulations setting out the retention periods for each individual type of material, pursuant to the written professional instructions for separating archive and documentary material based on the Protection of Documents and Archives and Archival Institutions Act. After completing the purpose of the processing or after the expiry of the retention period prescribed by law, the personal data are deleted, destroyed, blocked, or anonymised.

The data being processed based on the consent of the data subject are retained by the Bled Tourist Board until said consent is revoked. At any time, the user can send a written request to revoke their consent and suspend the processing of their personal data to the official address of the Bled Tourist Board.

## **Protection of privacy**

The Bled Tourist Board protects privacy by following all applicable legal provisions. In addition, the Bled Tourist Board also provides all technological and organisational support necessary for the protection and safeguarding of personal data from loss, alteration, theft, and access of unauthorised third parties by:

- adopting internal acts on personal data security,
- adopting internal acts on information security,
- managing personal data collections,
- establishing procedures for data subjects to exercise their rights,
- establishing appropriate procedures and rules of conduct in the event of identified personal data breaches,
- appointing a data protection officer,
- concluding appropriate contracts with contractual personal data processors,
- using measures for the physical and communication security.

## **Communication of personal data to third parties**

All personal data processed by the Bled Tourist Board are stored on IT systems set out in the territory of the Republic of Slovenia and of the European Union, and are not communicated to third countries outside of the EU.

## **Existence of automated decision-making**

The Bled Tourist Board as the responsible organisation does not use automated decision-making, including profiling.

## **User rights**

At any time, the data subject can request the personal data controller to:

- confirm whether their personal data are being processed and, if so, provide them with the access to personal data and the following information:
  - o purpose of processing;
  - o categories of personal data concerned;
  - o recipients or categories of recipients to whom personal data have been or will be revealed, particularly users in third countries or international organisations;
  - o personal data retention periods or, where this is not possible, the criteria used to determine said period;
  - o existence of automated decision making, including profiling;
- reasons for the processing, as well as the significance and the envisaged consequences of such processing for the data subject;
- one copy of the personal data in electronic form (free of charge);
- if the data subject requests additional copies, the controller may charge a reasonable fee based on administrative costs;

- restriction of processing, if:
  - o the accuracy of the personal data is contested by the data subject, for a period enabling the controller to verify the accuracy of the personal data;
  - o the processing is unlawful and the data subject opposes the erasure of the personal data and requests the restriction of their use instead;
  - o the controller no longer needs the personal data for the purposes of the processing, but they are required by the data subject for the establishment, exercise or defence of legal claims;
- the correction of inaccurate or incorrect personal data is necessary;
- the erasure of personal data based on the fulfilled conditions of Article 17 of the General Regulation is necessary or, precisely, if the data subject withdraws consent on which the processing of their personal data is based;
- the data subject has the right to receive the personal data concerning them, which they have provided to a controller, in a structured, commonly used and machine-readable format, and has the right to transmit those data to another controller without hindrance from the controller to which the personal data have been provided;
- the use of personal data for direct marketing purposes, including profiling, may be restricted;
- the data subject has the right not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning them or similarly significantly affects them, pursuant to Article 22 of the General Data Protection Regulation.

The data subject has the right to lodge a complaint against the controller with the Information Commissioner if they believe that the processing of their personal data represents a breach of the General Data Protection Regulation (address: Dunajska 22, SI-1000 Ljubljana, e-mail address: [gp.ip@ip-rs.si](mailto:gp.ip@ip-rs.si) phone: +386 (0)1 230 97 30, website: [www.ip-rs.si](http://www.ip-rs.si)).

The data subject can send the application for the enforcement of their rights to the address of the Bled Tourist Board. The data subject may also obtain additional information from the data protection officer at [dpo@virtuo.si](mailto:dpo@virtuo.si).

## **Persons under the age of 15**

Persons under the age of 15 may only submit their data through the website or under any other form of relationship with the Bled Tourist Board with the express permission of their parents, foster parents, or guardians.

## **Data protection officer**

The data protection officer of the Bled Tourist Board is the company Virtuo d.o.o.; e-mail address: [dpo@virtuo.si](mailto:dpo@virtuo.si).

## **Records of processing activities**

The Bled Tourist Board is keeping records of processing activities in electronic form, which is available via the website of the Bled Tourist Board.

## **Final provisions**

The Bled Tourist Board reserves the right to review and amend this personal data protection policy. Data subjects whose personal data are being processed by the Bled Tourist Board, as well as users of the Bled Tourist Board website, will be informed of any amendments in this personal data protection policy through the Bled Tourist Board website.