

DATA PROCESSING POLICY - LA TILDE

Identification of the Data Controller

The entity responsible for the processing of personal data collected through the website is La Tilde.

- **Website:** www.latilde.co.
- **Contact Email:** info@latilde.co.

Objective and Scope

This document establishes the guidelines under which La Tilde collects, uses, stores, and protects its Users' personal data, specifically those obtained through the newsletter subscription form. By subscribing, the User grants their express consent for the processing of their data under these policies.

Collected Personal Data

La Tilde limits data collection to what is strictly necessary for the provision of the service. The data subject to processing are:

Subscription Data:

- **Email Address (Mandatory):** Required for sending the newsletter.
- **Name (Optional):** Used to personalize communications.

Navigation Data (Automatic):

Technical information such as IP address, browser type, operating system, access time, and pages visited.

Information regarding interaction with the newsletter, such as email opens and link clicks.

Information collected through Cookies to analyze traffic and improve the user experience.

Purpose of Processing

The personal data collected is used exclusively for the following purposes:

- **Newsletter Management:** To periodically send the newsletter with news and content from La Tilde.
- **Service Improvement:** To analyze User interactions with the newsletter and the Site to improve content and user experience.

- **Legal Communications:** To address User requests, inquiries, or claims, and to notify regarding changes to legal documents.

User Rights (ARCO Rights)

The User, as the data subject, has the right to exercise the following actions free of charge:

- **Access:** Request and obtain information about the personal data La Tilde maintains about you.
- **Rectification:** Request the correction of inaccurate or incomplete data.
- **Cancellation/Deletion (Right to be Forgotten):** Request the removal of your personal data from our databases.
- **Opposition:** Oppose the processing of your data for specific purposes, such as sending the newsletter.
- **Revocation:** Revoke previously granted consent at any time.

Procedure for Exercising Rights

To exercise these rights, the User may use the following channels:

- **Written Communication:** Send a clear request to the email address info@latilde.co.
- **Opt-out Mechanism:** To stop receiving the newsletter, the User may click on the "unsubscribe" link located at the bottom of every email sent.

Once the User cancels their subscription, their email address will be removed from the mailing list.

Data Sharing and Transfer

La Tilde commits not to sell, rent, or assign personal data to third parties for commercial purposes.

However, data may be shared under the following conditions:

- **Service Providers:** Data may be shared with third parties providing technical services (such as the Email Service Provider used to manage and send the newsletter). These providers act under La Tilde's instructions and are bound by confidentiality agreements.
- **Legal Compliance:** Data may be disclosed if required by law, regulation, court order, or government requirement.

Validity and Data Retention

Personal data provided for the subscription will be retained as long as the User maintains their consent (i.e., until they unsubscribe).

La Tilde reserves the right to modify these policies at any time. The updated version will be effective immediately upon its publication on the Site, and continued use implies acceptance of the new terms.