

Information on the use of personal data, pursuant to the provisions of Personal Data Protection Act 15/1999

This is the privacy policy (hereinafter the "Privacy Policy") of DE RUY PERFUMES S.A. (hereinafter "De Ruy") with its registered address at Carretera de la Esclusa, ZAL, 2.1., 41011 Seville (Spain).

The purpose of the Privacy Policy is to explain the privacy practices of DE RUY and inform you of the type of Personal Information that we collect from users and the way in which we collect such information, how we use your Personal Information, the circumstances under which we disclose the Personal Information to third parties, how you can access, update or delete your Personal Information and the mechanisms that we have implemented to protect your Personal Information. This information is given to the User so that they may freely and voluntarily decide whether they want to provide DE RUY with any personal data that may be requested from them or which may be obtained from the User in the forms on the Website.

For the purpose of the Privacy Policy, the term "User" refers to you.

This Privacy Policy only governs the personal identification information ("Personal Information") collected through the Website. The Personal Information will be processed and added to the respective files belonging to DE RUY PERFUMES S.A.

Sending your personal data (clicking on the "send" button that is on the Website's data collection forms) implies the User's full knowledge and unreserved acceptance of the Privacy Policy and that the User agrees to the Personal Information being added to the computer files of DE RUY and being used by DE RUY for the purposes and in the manner established below. If you do not agree with any of the conditions of the Privacy Policy, you should abstain from participating in activities on the Website that require you to provide your Personal Information.

DE RUY reserves the right to revise, change and update all and/or part of this Privacy Policy at any time, all in accordance with current data protection legislation. DE RUY recommends that you regularly check this Privacy Policy so that you are informed of any updates. Such revisions shall come into force immediately after their publication. The date of the latest update is indicated at the end of the Privacy Policy.

General Information about Privacy:

This Website's activity is only offered to and intended for users over the age of fourteen (14) who live in Spain. If you are below the age of fourteen (14) or do not live in Spain, please do not take part in any of the activities offered on the Website. If you do, you do so at your own risk. If in any specific section of the Website participation is restricted to persons over the age of 16 or 18, do not take part in any of the activities offered in that section if you are below the age of 16. If you do, it will be at your own risk.

This Privacy Policy is part of the Website's Terms and Conditions of Use. Any terms not defined in this Privacy Policy shall have the scope that they are given in the Terms

and Conditions of Use. Both the Privacy Policy and Terms and Conditions of Use are legally binding for all users.

All users of the Website are obliged to provide true, up-to-date, complete, accurate and precise Personal Information and we reserve the right to reject, remove or delete any application that we, in good faith, believe to be false, fraudulent or in breach of this Privacy Policy.

Using this Website implies that you know about and accept the Privacy Policy and the collection, use, distribution, management and storage of your Personal Information, as described below. This Policy covers all Personal Information and is enforceable and effective for as long as you are a user of this Website, even if your use of or participation in any service, section, feature or promotional activity ends, expires, ceases or is suspended or deactivated for whatever reason.

Use of the Personal Information:

When we use the term “Personal Information” we refer to the names, surnames, address, city, state, postcode, telephone number, messenger username, blog, personal URL, date of birth, email address and any other information that enables third parties to identify you or contact you. Personal Information also includes information about your personal preferences, included in responses to surveys, material for participating in castings, videos or in any other type of activity in which you have participated through the Website.

DE RUY collects certain Personal Information in order to identify the users of the Website, manage, broaden, adapt and improve the services and content of the Website, notify Users of the results of competitions, castings or other activities in which the User has participated through the Website, send updates and/or information of a commercial nature about the services and content offered by DE RUY through the Website and publicise and market products and services associated with the DE RUY brand (including events, travel, products and financial services), and from the music, television, leisure and entertainment industries.

DE RUY will send advertising and marketing messages for the above purposes by email, but only to users who have expressly authorised it to do so through the data collection form or through your user account options.

Furthermore, the Personal Information may be segmented and/or categorised for commercial purposes and used in DE RUY’s market research.

Collection – Registration Process:

To register as a User of the Website in the sections that require such registration, you must choose a username and password (together, your User ID), and you may be asked to provide other personal information such as your email address, full name, gender, date of birth, country and postcode, etc., depending on the section of the Website in which you want to participate. Furthermore, during the registration process, you may be asked for other personal information that is not compulsory and you can decide whether or not to give it to us.

The system will allow you to change the password for your user account, and certain personal details that you have provided to us, to keep your details up-to-date, but once you have chosen a username, you cannot change it. Among other things, this kind of information enables us to securely identify you as a current registered User of the Website and its sections and features. You cannot change your date of birth without the necessary verification.

Subsequent to the registration process, DE RUY may ask you to provide additional information to allow you to use certain features or participate in specific activities such as chat rooms, forums, email services, messaging services, auctions, shopping, registration and user profile pages.

Accuracy and Confidentiality:

It is your responsibility to provide us with up-to-date, complete, reliable and accurate information, including the Personal Information, and to keep it up-to-date. DE RUY will not be held responsible for any problem or liability that may arise because you have provided inaccurate, false, incomplete or outdated information.

The User shall be solely responsible for maintaining the strict confidentiality of their User ID and is responsible for any changes, costs, expenses, damages, liabilities or losses which DE RUY may incur or suffer as a result of their disclosure.

The User shall be solely responsible for their activity, behaviour and use of any of the sections of the Website and any use, activity or behaviour relating to the Website by third parties who are using their User ID, unless and until they notify us that their User ID has been compromised, stolen or improperly used by third parties.

DE RUY reserves the right to deny access, user privileges and reject the subscription of any user, including but not limited to a User who is registered on the Website, if we believe that there is a doubt about the identity of the person trying to log into the User account or any service, feature or option.

DE RUY agrees to respect the confidentiality of the Personal Information, to use it according to the purpose for which it was provided and to adopt the necessary measures to prevent it from being altered, lost, processed or accessed without authorisation, taking into account the current state of technology.

DE RUY maintains reasonable standards of security and confidentiality. However, for the majority of sites on the internet, it is possible that third parties may illegally intercept or access private transmissions or communications, and the User accepts this risk of unauthorised access. DE RUY also restricts access to the Website among our own employees to those individuals who are authorised to properly handle such information and any employee who we discover to be violating our security and confidentiality guidelines shall be subject to our disciplinary proceedings.

Disclosure to Third Parties:

DE RUY does not sell, rent or disclose the Personal Information of Users to any third parties, apart from the operational service providers that DE RUY engages for the efficient management and maintenance of the services, features, options and operations of the Website. In such cases, DE RUY requires its operational service providers to only use the Personal Information according to the instructions of DE RUY, not use it for their own ends and to always ensure the confidentiality of the Personal Information. Furthermore, DE RUY requires the operational service providers to monitor the access of their employees and to handle the Personal Information properly.

The processing of data by third parties that have been engaged by DE RUY must always be performed in accordance with the instructions of DE RUY and the laws of Spain.

Furthermore, DE RUY may disclose your Personal Information to third parties under the following limited circumstances:

When we are required to do so at the request of a government agency, court or other entity (e.g. to respond to subpoenas, court orders or lawsuits);

When we believe that your actions violate any laws, regulations, the Terms and Conditions of the Website, including but not limited to, this Privacy Policy or any of our other terms and conditions, rules, offers or any other service, feature or option on the Website, or if you threaten the rights, property or security of the Website, of other Users or any other party;

When, at our sole discretion, we believe that such a disclosure is necessary or appropriate in order to investigate or resolve any issues or requests, to protect our business and assets, defend our own interests and/or fulfil our legal and regulatory obligations, or in the event of any bankruptcy, merger, acquisition, transfer of control, joint company or other commercial consolidation which includes DE RUY.

Procedure for Unsubscribing:

The User may unsubscribe in order to stop receiving newsletters or other emails from MTV at any time by entering the Website's homepage, selecting the "Your Account" link and changing their preferences. They can also use the unsubscribe mechanism included in emails and text messages.

DE RUY may continue contacting them by email for administrative or information purposes, including follow-up messages about the management of their account or the services and features to which they are subscribed or registered to use in the Community.

The User may exercise their rights of access, correction, objection and cancellation by following the same procedure that is described for changing preferences (entering the Website's homepage, selecting the "Your Account" link) or by directly emailing the following email account: **info@mtvperfumes.com**.

The User may choose to remove part of the Personal Information. However, the Personal Information that is necessary to verify the suitability of the User, such as their date of birth or age, may not be deleted, but may be altered, subject to the respective mechanism to verify that the new information is correct. The removal or attempt to remove certain Personal Information such as their username may not be permitted and/or may result in the suspension of their account or the cancellation of any subscription by the User.

Queries:

If you have any queries about our Privacy Policy, please send it to us at info@mtvperfumes.com.

Integrity:

This document contains the full terms and conditions of the Website's Privacy Policy and supersedes and replaces any other summary, version or declaration of privacy or privacy policy on the Website.

This Privacy Policy was last changed on 30 July 2013 and is effective immediately.