



MY TOUR EC
Signature Travel Experiences

PERSONAL DATA PROTECTION POLICY

In accordance with the provisions of the Organic Law on Personal Data Protection (LOPD) in force in the Republic of Ecuador, the present Personal Data Protection Policy is issued based on the following terms:

1. Scope of the Policy

Operador Turismo Congresos Signature Mytoureca Mytoureca Sociedad Anónima (MY TOUR EC) is an Ecuadorian company dedicated to tourism activities within Ecuador and abroad, as well as the organization of corporate events. It will act as the data controller for personal data (including names, address, identity card number, date of birth, contact information such as home phone, mobile phone, email address, and sensitive data) that data subjects or users provide legitimately and lawfully.

The processing of personal data will be carried out for any personal operation that is not automated, always respecting the guarantees of specific information regarding any decisions made; likewise, no decision will be based solely on automated assessments.

The processing performed by MY TOUR EC will be related to the following activities: collection, gathering, obtaining, recording, organizing, structuring, storing, safeguarding, preparing, adapting, modifying, deleting, indexing, extracting, consulting, using, possessing, exploiting, distributing, communicating; or any other form of enabling access, comparison, interconnection, restriction, deletion, destruction, and, in general, any use of personal data within the context of the purpose.

2. Purposes of Data Processing

The purposes of the processing of personal data carried out by MY TOUR EC include:

1. Management of registrations and participation in programs: Personal data may be used to manage the registrations and participation of data subjects or users in tourism programs and activities offered by MY TOUR EC. This includes processing necessary information to manage logistics, coordinate schedules, allocate resources, and communicate any updates or changes related to the programs in which data subjects or users are enrolled, as well as all events related to the provision of services or the promotion of tourism activities and other informational talks on topics of interest to users of the Fundación Cicerón.
2. Sending information about future programs: The personal data collected may be used to send information about the tourism programs and activities that MY TOUR EC has planned for the future in the provision of academic services. This includes the dissemination of dates, topics, schedules, and other relevant information related to these programs.



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3. Marketing and promotion of tourism activities and/or events by MY TOUR EC: This may include sending promotional materials, event invitations, special discounts, and other information related to the mentioned programs, within the context of this purpose.
4. Specific invitations on the website www.mytourec.com: Personal data may be used to send specific invitations to data subjects or users of MY TOUR EC to participate in events, talks, conferences, or tourism activities. These invitations may be sent through the platform “www.mytourec.com” or other communication channels and social media, with the aim of building loyalty among data subjects or users and keeping them informed about opportunities for tourism services and packages.
5. Analysis, statistics, and profiling of personal data: Personal data may be used for internal analysis, statistics, and profiling in order to improve the services and programs offered by MY TOUR EC to the data subjects. This may include evaluating the participation of data subjects or users, preferences, tourism needs, among other relevant aspects that allow for continuous improvement of the quality of the programs.
6. Satisfaction evaluation and service improvement: Personal data may be used to carry out satisfaction surveys and evaluations of the services provided by MY TOUR EC. This aims to gather feedback and opinions from data subjects or users to identify areas for improvement, implement changes to programs, and ensure the quality of the services offered.
7. Institutional communication: Personal data may be used to maintain smooth communication with the data subjects or users of MY TOUR EC. This includes sending communications, newsletters, event updates, courses, and any other relevant information to keep data subjects or users informed.
8. Payment and billing management: In the case of programs or services that require payment, personal data may be used to manage billing, payment collection, and tracking of payments made by data subjects or users. This involves processing financial and contact information necessary to carry out these transactions directly or through duly authorized third-party service providers who comply with current regulations.
9. Market research and development: Occasionally, MY TOUR EC may use personal data for market research and development purposes, related to the improvement of its programs, tourism packages, and other aspects aimed at strengthening the quality of the services offered.

3. Shelf Life

Personal data will be retained for the time necessary to manage the specified purposes in accordance with Ecuadorian regulations, currently as follows:

SUBJECT	REQUIRED YEARS SOURCE
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CIVIL – DEBT COLLECTION ORDINARY ACTION	11 YEARS
COMMERCE – ACCOUNTING BOOKS AND THEIR SUPPORTING DOCUMENTS	7 YEARS
TAX – INVOICES, SALES RECEIPTS, DECLARATIONS, ETC.	8 YEARS
CUSTOMER REFERENCES	11 YEARS

NOTE: An additional year has been added to the retention period established by the regulations, as this is the time frame during which the authorities may take to issue legal citations or notifications.

4. Rights of Data Subjects

We inform data subjects of their right to request the revocation of the authorization for the processing of personal data; as well as the rights to access, information, deletion, rectification, updating, opposition, and portability of personal data, when there is no contractual relationship.

5. Other Purposes and Further Processing

The processing of personal data by MY TOUR EC is aimed at the activities of tour operators responsible for planning and organizing travel service packages (tours) for sale through travel agencies or directly by the tour operators. These organized trips (tours) may include all or part of the following features: transportation, accommodation, meals, visits to museums, historical or cultural sites, theatrical, musical, or sporting performances, and the organization, promotion, and/or management of events such as trade or business exhibitions, conventions, conferences, and meetings, whether or not the management of such facilities and the provision of necessary staff for their operation is included. Refusal to consent to the processing of personal data or the revocation of authorization related to the services offered by MY TOUR EC may result in the inability to access the service, as personal data is necessary for providing the service. Additionally, in compliance with legal obligations, research and development of new products and services, statistics, and market analysis, marketing, and advertising, the free, voluntary, transparent, and unequivocal consent of the data subject will be required, as they are not subject to any obligation to contract the services offered.

6. Identity and contact details of the personal data controller

In case the data subject needs to make any communication or exercise their rights regarding the processing of their personal data, they can do so through the following contact:

Department or area responsible for data protection matters	Administrative
Address	Cumbayá Vía Interoceánica S/N y calle Siena, Halcón Building, office 406.



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Email Address	info@mytourec.com
Phone	0999217343
Position of the contact person	Administrative Assistant

7. Authorization for Data Processing

The authorization for the processing of personal data, provided through informed consent, will be given voluntarily, prior, explicit, informed, and unequivocal through an unchecked verification box, which can be found at the bottom of the registration form.

8. Information Security

MY TOUR EC will implement all appropriate and necessary security measures, understood to be those accepted by the state of the art, including organizational, legal, administrative, technical, physical, or any other type of measures, to protect personal data from any risk, threat, or vulnerability, taking into account the nature of the personal data, the scope, and the context.

9. Understanding of Terms

This personal data protection policy is informational; however, additionally, you may consent to the processing of personal data through a verification box. If the data subject or user accepts, it will constitute an affirmative act reflecting the full and free will of the data subject, allowing MY TOUR EC to store the consent in an auditable file for the purpose of justifying full consent before the competent authority and, in general, before any third party.

10. Modifications to the Policy

This personal data protection policy and any modifications made will be published on this same page of MY TOUR EC: www.mytourec.com



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