

**Policy for the Protection Of Personal Data of the “Private Clinic Genesis
Athens Medical Care Gynecology and Surgery Société Anonyme
 (“GENESIS ATHENS”)**

The present Policy for the Protection of Personal Data is intended to describe how your personal information processed by GENESIS ATHENS for marketing purposes are collected, used and protected.

Types of personal data and the purpose of processing by GENESIS ATHENS

GENESIS ATHENS collects and generally processes your personal data for marketing purposes, including the sending of newsletters. By processing your personal data, we are allowed to communicate with you via mail, e-mail, phone calls or text messages (sms). The personal information we collect for these purposes include general identification and contact information, such as your name and surname, address, e-mail address and telephone number.

Legal basis for the use of your personal data

We collect, use and disclose your personal data provided that: (a) you have consented to this or (b) the processing of your personal data is necessary for the purposes of the legitimate interests pursued by GENESIS ATHENS, which prevail over the interests or legal rights and freedoms that require the protection of your personal data. In addition, by law and without your consent, we are entitled to use: (a) your personal information we have collected from publicly accessible sources to contact you by telephone for the abovementioned purpose of processing, after we have confirmed that you have not indicated to your telecommunications provider that you generally do not wish to receive such calls; or (b) your legally acquired e-mail contact details as part of the sale of your products or services or other transaction with GENESIS ATHENS, to fulfill the abovementioned processing purpose of your data.

Transmission of your personal data

We do not share personal data with third parties other than: (a) third parties - companies, acting on behalf of GENESIS ATHENS, as processors, under a specific confidentiality and privacy agreement we have drawn up with them; and (b) third parties to which GENESIS ATHENS is required to transmit your data in accordance with the provisions of the law.

Your rights

With respect to your personal data, you have the following rights: (a) access and correction or deletion of your personal data or restriction of their processing or objection to the processing, as well as the right to data portability, (b) reporting to the competent supervisory authority; and (c) revoking of your consent with regard to the processing of your data for the purpose of this Policy.

Period of keeping of personal data

Your personal data will be kept for as long as it is permitted or required by the applicable law. If we process your personal data based on your consent, we will continue to process it until your recall it.

Contact

Should you have any questions about this Policy or wish to exercise your rights regarding the protection of your personal data, you can contact the GENESIS ATHENS Personal Data Protection Officer at: dpo@genesisathens.gr