



GSTC Privacy Policy for Accreditation

version 1.0

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Document History

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Document Controls

This is version 1.0 of the GSTC Privacy Policy for Accreditation, 2024.

Document Approval: GSTC Global Assurance Director

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The Global Sustainable Tourism Council

www.gstcouncil.org

1. Purpose and Scope

1.1. Global Sustainable Tourism Council (GSTC) is committed to safeguarding privacy and protecting any personal data. This Privacy Policy outlines how GSTC, its representatives, and affiliates collect, use, and protect personal information for and about individuals, including GSTC representatives.

1.2. This Privacy Policy applies to all instances where personal data is collected, processed, or displayed by GSTC, regardless of the purpose or timing of such activities. By interacting with GSTC, using our services, or providing your personal data to us, you consent to the practices described in this Privacy Policy.

2. Responsibility

2.1. It is the responsibility of the GSTC Team to follow the policies presented in this document.

2.2. It is the responsibility of the Data Protection Officer to manage inquiries related to data protection.

3. Normative References (Associated Documents)

3.1. (EU) 2016/679 (General Data Protection Regulation)

4. Terms and Definitions

4.1. Unless specified otherwise, all GSTC terms and definitions are provided in the [GSTC Glossary of Sustainable Tourism Terms](#).

4.2. For Recognition and Accreditation related terms, please refer to the GSTC Accreditation Glossary.

5. Management of Personal Data

5.1. Data Collection

5.1.1. GSTC may collect personal data via our website, assurance services, or other types of communication. The types of personal data we may collect include, but are not limited to:

- 5.1.1.1. Contact information (e.g., name, email address, phone number).
- 5.1.1.2. Demographic information (e.g., age, gender, location).
- 5.1.1.3. Account and login credentials.
- 5.1.1.4. Payment and billing information (if applicable).
- 5.1.1.5. Communication preferences.
- 5.1.1.6. Usage and activity data.
- 5.1.1.7. Other information you choose to provide.

5.2. Use of Personal Data

5.2.1. GSTC may use your personal data for various purposes, including but not limited to:

- 5.2.1.1. Providing and managing our services.
- 5.2.1.2. Communicating with you, including responding to your inquiries and providing required support.
- 5.2.1.3. Processing payments (if applicable).
- 5.2.1.4. Conducting research and analysis to improve our offerings.
- 5.2.1.5. Sending information requested.
- 5.2.1.6. Complying with legal and regulatory requirements (if required).

5.2.2. GSTC also processes personal data for various lawful purposes, including:

- 5.2.2.1. Performance of a Contract: We may process your personal data when it is necessary for the performance of a contract to which you are a party or when taking steps at your request prior to entering into such a contract.
- 5.2.2.2. Compliance with Legal Obligations: We may process personal data to fulfill legal obligations to which GSTC is subject.

5.2.2.3. Protection of Vital Interests: Personal data may be processed to protect the vital interests of data subjects or other natural persons. Examples of protection of vital interests include medical emergencies, disaster response, and child protection among others.

5.2.2.4. Public Interest or Official Authority: We may process personal data to perform tasks carried out in the public interest or exercise official authority vested in GSTC. Examples include processing collected personal data to ensure compliance with environmental regulations or standards, research and statistics, and public safety among others.

5.2.2.5. Legitimate Interests: Personal data may be processed for the purposes of legitimate interests pursued by GSTC or by a third party unless the rights and freedoms of data subjects override such interests.

5.3. Consent

5.3.1. If GSTC intends to process personal data for purposes other than those specified above, we will seek your written consent before implementing such processing. If you do not consent in such circumstances, the data in question will not be used or shared as described.

6. Data Access and Sharing

6.1. Recipients of your personal data

6.1.1. GSTC Secretariat, who is in charge of relevant categories of the personal data.

6.1.2. We may share your personal data with third parties, including:

6.1.2.1. Specific stakeholders who have a relationship with GSTC, such as Certification Bodies, Standard Owners, and government organizations, may receive personal data only if it is necessary

for fulfilling specific, pre-approved purposes and upon explicit approval.

6.1.2.2. Regulatory authorities and law enforcement agencies as required by law.

6.1.2.3. Third parties with whom you have authorized us to share your data.

6.1.3. Internal Recipients: Within GSTC, access to relevant categories of data is limited to individuals who require access for specific purposes. These categories include:

6.1.3.1. Sensitive Personal Data: This includes genetic information, biometric data, health records, and personal details revealing racial or ethnic origin, political beliefs, religious or philosophical beliefs, or trade union membership.

6.1.3.2. Financial Information: This encompasses data such as bank account details, IBAN numbers, transaction history, and other financial records relevant to an individual's or entity's financial activities.

6.1.3.3. Professional Competency Information: This category consists of data regarding completed training programs, obtained qualifications, and certified scopes of practice, among other related credentials.

6.1.4. External Recipients: GSTC may share personal data with external parties under certain conditions, ensuring that such disclosures comply with relevant data protection laws and regulations. The external recipients include:

6.1.4.1. Service Providers: These are third-party entities that support GSTC by providing services such as IT infrastructure, data storage, and content delivery. These providers are selected based on their compliance with data protection standards

and are contractually obligated to maintain confidentiality and data security.

6.1.4.2. Governmental Authorities: Public institutions, including law enforcement agencies, courts, and tax authorities, may receive personal data as required by law or in response to legal processes.

6.1.4.3. Authorized Private Entities: In certain cases, personal data may be disclosed to private individuals or entities, such as organizational partners or consultants, based on explicit consent from the data subject or when legally mandated.

6.2. Disclosure to Public Authorities

6.2.1. GSTC may disclose your information to public authorities within the jurisdictions where we operate when required to comply with legal obligations. In such cases, data will only be shared with these public authorities to the extent necessary by law.

6.3. No Sale of Personal Data

6.3.1. GSTC does not sell personal data to any third party. We guarantee the legitimate and fair use of user information only following applicable laws and regulations.

7. Data Security

7.1. GSTC takes reasonable measures to protect your personal data from unauthorized access, disclosure, alteration, or destruction. However, no method of transmission over the Internet or electronic storage is entirely secure, and we cannot guarantee absolute security.

8. Data Subject Right

8.1. As an individual whose data we process, you have various rights, including:

8.1.1. Access: You can request details about the personal data we have stored concerning you.

- 8.1.2. Rectification and Erasure: You have the right to have inaccurate or incomplete data corrected. In certain circumstances, you can also request the deletion of your data.
 - 8.1.3. Restriction of Processing: You can request that we limit the processing of your personal data under certain conditions.
 - 8.1.4. Data Portability: If applicable, you can receive your personal data in a structured, commonly used, and machine-readable format. You may also request that we transmit this data to another controller, where technically feasible.
 - 8.1.5. Objection to Processing: You have the right to object to the processing of your personal data, including for direct marketing purposes.
 - 8.1.6. Object to the use of personal data and browsing behavior: Where applicable, you may object to the use of cookies and similar technologies used on the website or any other application created by the GSTC.
 - 8.1.7. Withdrawal of Consent: If you have given consent for specific processing activities, you can withdraw it at any time.
 - 8.1.8. Complaints: You have the right to lodge a complaint with a supervisory authority if you believe that our processing of your personal data infringes data protection laws.
- 8.2. If you believe that you cannot exercise any of the above rights, please send your request to accreditation@gstc.org.

9. Changes to Privacy Policy

- 9.1. GSTC may update this Privacy Policy to reflect changes in our data practices or legal requirements. We will notify you of any material changes and seek your consent if required.

10. Communication

- 10.1. Controller Identity and Contact Details: GSTC is the data controller responsible for your personal data. If you have any questions, concerns, or requests related to your personal data or this Privacy Policy, you can contact us using the following contact information:

Global Sustainable Tourism Council (GSTC)

GSTC prefers information to be sent to us digitally. If you must post/mail printed material to us, PLEASE NOTE: WE use a digital service to scan materials which cannot accept magazines or other bound materials, and you must provide the address precisely as indicated below:

Address: GSTC P.O.BOX 96503 #51887 Washington, DC 20090-6503 USA

Email: accreditation@gstc.org

Website: www.gstcouncil.org

- 10.2. Data Protection Officer

For inquiries related to data protection or to reach our Data Protection Officer, please use the following contact details:

Data Protection Officer: Accreditation Senior Manager

Email: accreditation@gstc.org