

**INTEGRAL USER CONSENT
PROCESSING OF PERSONAL DATA**

With the approval of this authorization, I declare that I have read, understood and accept the information contained in the FUNDACIÓN INEXMODA's personal data treatment policy, which I can find available on the following web page: www.inexmoda.org.co. Also, I declare that I have been informed about the need to collect, register, store, use, modify, transfer, suppress and in general carry out the processing of personal information and image rights, based on the provisions of the personal data protection regime established in the Political Constitution of Colombia, Law 1581 of 2012 and other regulatory and complementary norms, as well as on the treatment of image rights enshrined in the same regulations. That the data that I have provided will be processed in order to carry out the activities of INEXMODA's corporate purpose and administrative development, especially for:

1. Store, organize, classify and catalog the personal data entered by THE USER within INEXMODA's systems, files and databases;
2. Creation of a REGISTERED USER profile, as well as their respective password to identify themselves on the platform;
3. Manage procedures (requests, complaints, claims), carry out risk analysis, carry out satisfaction surveys regarding the services of the company, as well as of its commercial allies;
4. Carry out technical support, maintenance, development, improvement and surveillance of the USER's account on the INEXMODA website.
5. Provide contact information and relevant documents to the commercial force and / or distribution network, telemarketing, market research and for any third party with whom the company has a contractual link of any kind;
6. Give necessary and sufficient information to THE USER about the events, training, workshops and others that are similar, carried out by INEXMODA and by third parties, which allow them to register and access them;
7. Make known, transfer and / or transmit the personal data of the holders within and outside the country, to third parties as a result of a contract, law or legal link that requires it, for the presentation of the respective services or by virtue of commercial agreements or alliances;
8. Provide the information to third parties with whom INEXMODA has a contractual relationship and that it is necessary to provide it for the fulfillment of the contracted object;
9. Send information such as news, promotions, newsletters and advertising about INEXMODA or its allies with whom it has a signed contract, by means of text messages, emails, offers published on the platform and push notifications;
10. Carry out market strategies by studying user behavior regarding offers and thereby improving their content, personalizing presentation and service;
11. Carry out studies of the USER's behavior regarding offers, purchases and activity on the INEXMODA website and, based on this, present reports and statistical analyzes for both INEXMODA and its allies with whom it has a signed contract;
12. Carry out studies of user behavior regarding offers and purchases, and activity on the INEXMODA website based on this, make improvements and changes to the website, as well as marketing strategies and the organization of events, training, workshops and others that are similar and carried out by INEXMODA, its allies or with whom it has a contractual relationship;
13. Development of commercial prospecting and market segmentation;
14. Perform through any means directly or through third parties, programming and provision of technical service, sale, purchase, billing, portfolio management, monitoring of product performance, collection, business intelligence, marketing activities, promotion or Advertising, service improvement, collection monitoring, verification, consultation and control, payment methods authorization as well as any other related to current and future products and services of INEXMODA



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or its allies, for the fulfillment of contractual obligations and the social object of the company; 15. Present reports to the inspection, surveillance and control authorities, and process the requests made by administrative or judicial entities; 16. Transfer or transmission of data nationally or internationally to suppliers with whom INEXMODA carries out activities in compliance with its corporate purpose. Likewise, transfers may be made to the strategic allies of the company to carry out marketing, advertising, data analysis and promotions activities associated with the corporate purpose; all in accordance with the provisions of Colombian regulations; 17. Purchase and sale to third parties, both nationally and internationally, the data or databases collected and stored by INEXMODA; 18. Transmit personal data to external platforms or web pages so that they can authenticate or create a USER profile, as well as assign their respective password, when this is necessary for THE USER to attend or participate in the virtual events carried out by INEXMODA ; 19. Control and prevent fraud in any of its forms.

In the event that THE USER requires any query, complaint or claim related to the treatment of personal information, he/she/it may use the mechanisms and procedures described in the internal treatment policy manual through any of the following means: a) Email: datos.personales@inexmoda.org.co. b) Address: Carrera 43 No 9 sur 195 Torre Inexmoda Piso 15, in the city of Medellin, Antioquia.

