

### NOTICE OF PRIVACY PROCESSING OF PERSONAL DATA

FUNDACIÓN INEXMODA has among its objectives to protect the treatment of Personal Data provided by its users and for the purposes of this privacy notice and the treatment of the Personal Data of its clients, it will act as responsible for the information.

The Personal Data that INEXMODA obtains from its USERS is used for the following purposes:

1. Store, organize, classify and catalog, the personal data entered by THE USER within the systems, files and databases of INEXMODA.
2. Creation of an ENROLLED USER profile, as well as their respective password to identify themselves, which allow them to enter the INEXMODA platform.
3. Transmit the essential 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.
4. Manage procedures (requests, complaints, claims), carry out risk analysis, carry out satisfaction surveys regarding the services of the company, as well as its commercial allies.
5. Carry out technical support, maintenance, development, improvement and surveillance of the USER's account on the INEXMODA website.
6. Provide contact information and relevant documents to the commercial force and / or distribution network, telemarketing, market research and to any third party with whom the company has a contractual link of any kind.
7. 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.
8. 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 lawful link that requires it, for the presentation of the services or under of agreements or commercial alliances.
9. 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.
10. Send information such as news, promotions, newsletters and advertising about INEXMODA or its allies with whom it has a signed contract, through text messages, emails, offers published on the platform and push notifications.
11. Carry out market strategies by studying user behavior against offers and thereby improve their content, personalizing presentation and service.
12. 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.
13. Conduct 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 the like carried out by INEXMODA, its allies or with whom it has a contractual relationship.
14. Preparation of commercial prospecting and market segmentation.
15. 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 o Advertising, service improvement, collection monitoring,



# LA SEMANA DIGITAL DE LA MODA®

B E O N L I N E

JULIO 27 - AGOSTO 02

COLOMBIA  
MODA  
2020

verification, consultation and control, enabling of payment methods as well as any other related to current and future products and services of INEXMODA or its allies, for the fulfillment of contractual obligations and the social object of the company.

16. Present reports to the inspection, surveillance and control authorities, and process the requests made by administrative or judicial entities.

17. Transfer or transmission of data nationally or internationally to providers 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.

18. Purchase and sale to third parties, both nationally and internationally, the data or databases collected and stored by INEXMODA.

19. Control and prevent fraud in any of its forms.

Users in their capacity as Data Holders will have the rights to know, update, rectify, request proof of consent, know the use of which they have been subject, revoke the authorization and request its deletion. Likewise, through this Privacy Notice, INEXMODA informs users that in the event that once Personal Data is collected, they will be treated in accordance with the INEXMODA Policy on the Processing of Personal Data, which is available in the following link: [www.inexmoda.org.co](http://www.inexmoda.org.co).

In the event that THE USER requires making any request, query, complaint or claim related to the treatment of personal information, he/she/it can use the mechanisms and procedures described in the internal treatment policy manual through any of the following means: a) e-mail: [datos.personales@inexmoda.org.co](mailto:datos.personales@inexmoda.org.co). b) Address: Carrera 43 No 9 sur 195 Torre Inexmoda Piso 15, Medellín, Antioquia.

