AUTHORIZATION OF PROCESSING OF PERSONAL DATA AND PRIVACY POLICY
HEART FOR CHANGE FOUNDATION -HFC-

By accepting this policy or by entering this website, I accept as the owner of my personal data, the treatment of these by HEART FOR CHANGE-HFC FOUNDATION, its strategic allies, subsidiaries, company’s subordinates and collaborators, in order to comply with the functions and obligations, arising from various operations carried out through their virtual platforms or physical establishments. I accept that my personal data will be used for statistics, marketing, contact, documentation, information, promotions, events of the HEART FOR CHANGE-HFC brand, or its allies, among others, unless I expressly or verbally state that they are eliminated, rectified or form their databases through the mechanism established in this policy.

Below, you will find the privacy and personal data treatment policy that has been adopted by the company HEART FOR CHANGE-HFC FOUNDATION identified with the ID: 900.461.043-9 hereinafter HFC, applying and complying with the obligations of Law 1581 of 2012, Decree 1377 of 2013, and other regulations that modify or add it. Both foundations guarantee the rights of privacy, intimacy and good name in the treatment of your personal data, and consequently all our actions will be based on the principles of legality, purpose, freedom, truthfulness or quality, transparency, access and restricted circulation, security and confidentiality.

All people who, in the exercise of our commercial activities, provide us with any type of information or personal data, may know update and rectify it, that is exercise their habeas data rights.

RESPONSIBLE FOR PERSONAL DATA

The person in charge of personal data is the company HEART FOR CHANGE-HFC FOUNDATION identified with the ID: 900.461.043-9 hereinafter HFC, a non-profit entity, under the modality of Foundation, regulated by the Laws of the Republic of Colombia. Located in address in Carrera 27A No. 70-92 of the city Bogotá D.C- Colombia, and with subsidiaries or allies in different cities of the country, if you wish to communicate with us and exercise your habeas data rights, you can write to us by email: info@heartforchange.org or by calling TELEPHONE: +51 3910703.

GLOSSARY

1. PERSONAL DATA (S): Is any information linked or that may be associated with one or more natural persons.

2. PRIVATE DATA (S): It is the data that due to its intimate or reserved nature is only relevant for the data Owner.
3. PUBLIC DATA (S): These are the data related to the marital status, profession or trade and the quality of a merchant or public servant of a person. These data can be obtained and offered without any reservation and regardless of whether they refer to general, private or personal information.

4. SEMI PRIVATE DATA (S): It is data that is not intimate, reserved, or public, whose knowledge or disclosure may be of interest not only to its holder but certain sector or group of people or to politics in general, such as the financial and credit data of commercial activity.

5. SENSITIVE DATA (S): Are the data that affect the privacy of the holder or whose improper use may generate discrimination, such as those that reveal racial or ethnic origin, political orientation, religious or philosophical convictions, membership in unions, social organizations, human rights organizations or that promotes the interests of any political party, among others.

6. AUTHORIZATION: It’s the prior, express and informed consent of the Holder for –HFC- to carry out the processing of their personal data.

7. DATABASE: Is the organized set of personal data that is subject to treatment.

8. RESPONSIBLE FOR THE TREATMENT: It’s the natural or legal person, public or private, that by itself or in association with others, carries out the treatment of their personal data on behalf of –HFC-

9. RESPONSIBLE FOR THE TREATMENT: it’s –HFC-, by itself or in association with others, is the one that decides on the database and/or the treatment of personal data.

10. OWNER: It’s the natural person whose personal data you’re providing to –HFC- and will be subject to treatment.

11. TREATMENT: Is any operation or set of operations on your personal data, such as the collection, storage, use, circulation or deletion.

OBLIGATIONS AS RESPONSIBLE FOR YOUR PERSONAL DATA

-HFC- will use your information solely and exclusively to fulfill the functions and obligations, arising from various operations carried through electronic commerce or in person in our commercial establishments, as well as with our employees, managers and collaborators. In turn, you will have said information for statistical purpose, marketing, contact, customer service, sending documentation,
information, promotions, own events or those of our allies or notifications, among others, unless you expressly or verbally state that it’s delete, rectify or delete your data from our database.

When carrying out any type of activity with -HFC-, either in person or through electronic means, you must expressly or tacitly express your consent to the handling of your information. The consent must be free, prior, express and informed by you as the owner of the personal data for the treatment thereof, except in cases expressly authorized by law.

You can express your authorization in the following way: (i) Verbally when making a purchase, (ii) in writing, and (iii) when you accept the terms and conditions of commercial relationships.

**AUTHORIZATION ISN’T NECESSARY FOR THE TREATMENT YOUR PERSONAL DATA IN THE FOLLOWING CASES**

- When said information by required by a public or administrative entity in the exercise of its constitutional or legal functions.
- When there is a court order ordering it.
- In the event of a medical and/or health emergency.
- Treatment of information authorized by law for historical, statistical or scientific purposes.
- Data related to the civil registry of persons.
- Other established by law.

**RIGHTS AS A PERSONAL DATA HOLDER**

- Know, update, rectify and request the elimination of your personal data from the database of -HFC-.
- Be informed of the uses that are being given to your personal data.
- File complaints and claims with the corresponding entities and with -HFC-
- Receive and answer in a clear and complete way.
- Revoke the authorization provided to -HFC- for the processing of your personal data.
- Others established by law.

**DUTIES OF -HFC- IN FRONT OF YOUR PERSONAL DATA**

- Request authorization for the processing of your personal data and inform you of the use that will be given to it.
- Recognize the exercise of the fundamental right of habeas data.

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Email info@heartforchange.org
Dirección Carrera 27A # 70-92
Parque de los Alzómares (entrada por la calle 70).
Bogotá - Colombia

www.heartforchange.org
- Use the information in conditions of maximum security to prevent its loss, manipulation, adulteration or fraudulent use.
- Update or rectify the information when you request it.
- Others established by law.

HOW CAN I EXERCISE MY HABEAS DATA RIGHTS BEFORE -HFC-?

You must follow the procedure that we explain below:

1. Address the request to -HFC- or its Managers by email sent to: info@heartforchange.org fully identifying yourself as the owner of personal data, describing in detail the facts that are giving rise to your request and attaching the documents that want.
2. If -HFC- evidence that your request is incomplete, a request for additional information will be made within five (5) calendar days of receipt of your request to complete your request. If, after two (2) months from the date of the request by -HFC-, without submitting the additional information, it will be understood that you have withdrawn your request.
3. The maximum term to respond to your request will be fifteen (15) business days from the day following the date - HFC- received your request. When for -HFC-, it isn’t possible to meet your request within said term, the reasons for the delay and the date on which your request will be answered will be reported.
4. You may file a complaint with the Superintendency of Industry and Commerce once you have exhausted the direct application process before -HFC- as responsible or responsible for the treatment of your personal data.