

Data processing policies DIART GAIA SAS

DIART GAIA SAS as a socially responsible company, acting in accordance with its corporate values, has updated its internal processes, in order to comply with current legal regulations on the protection of personal data.

In pursuit of the above, the present policy that develops the processing of personal data, held by **DIART GAIA SAS**, has been implemented, accompanied by the definition of formats and mechanisms for updating data, which will allow us to have accurate information and necessary to offer our clients Advertising and digital marketing services. In the same way, the duties of **DIART GAIA SAS** and the rights of the owner of the data collected and processed are regulated.

This policy is drafted in accordance with the applicable regulations on data protection (Law 1581 of 2012 and other development regulations) and will be in force as of its publication on the website www.moredigital.co with date of February 2017. It will always be updated, with the latest published or made available. If there is any modification in the processing of your data by **DIART GAIA SAS**, it will be updated and republished by the means described above.

The owner, when filling in the forms established by **DIART GAIA SAS** or entering their data in electronic media, is expressly accepting this Data Processing Policy. In case of doubt about its validity or terms you can contact **DIART GAIA SAS** through the following laura.lozano@moredigital.co cellphone 3183342310.

Collection of data and accepted purposes

DIART GAIA SAS owns the database called *registro*, in which will be stored the following customer information: name, surname, address, email, age, cell phone, landline, fax, office phone, citizenship card, interests, nationality, position, company for which work, city of residence.

DIART GAIA SAS collects this data directly from the client through the different forms available through its website www.moredigital.co in order to perform the treatment of them.

Likewise, **DIART GAIA SAS** can collect and, therefore, process data that has been transferred or assigned by its commercial partners. By the same means, **DIART GAIA SAS** can update the customer's data in its database.

Treatment means any operation or set of operations of an automated or manual nature, which is carried out on personal data, such as storage, use, processing, recording, circulation, communication, transfer, interconnection, updating or deletion.

Your data will not be stored for a period longer than necessary for the purposes on which they were collected. **DIART GAIA SAS** will not process data which have not been previously authorized by the owner except data of a public nature or others expressly provided by the Law that do not require authorization. **DIART GAIA SAS** guarantees that all these data have been collected in a manner consistent with the current legislation on data protection and without knowing that **DIART GAIA SAS** has in its possession data of a personal nature obtained fraudulently. In case of detecting any breach of the applicable regulations in relation to obtaining a personal data will activate our internal verification processes and if any irregularity is verified, the data will be deleted without delay in time by **DIART GAIA SAS**

It is guaranteed that **DIART GAIA SAS** will take reasonable measures to maintain an adequate level of security that allows the client's data to be treated as confidentially as possible and under appropriate measures to avoid any theft, loss, or deterioration. Under no circumstances will **DIART GAIA SAS** carry out the processing of personal data for commercialization. purposes.

The client's data is collected for the following purposes, which the client expressly accepts with his consent:

- I. Manage the sending of emails with relevant information by **DIART GAIA SAS**
Manage the sending of commercial offers and publications of **DIART GAIA SAS**
- II. Make follow-up calls or commercial offer of **DIART GAIA SAS**

Data of children and adolescents

DIART GAIA SAS collects, stores, uses, processes, records, communicates data of children and adolescents through the mechanisms described in this

Policy and as long as you have the express consent of your parents or guardians through the forms made available to you by the same means mentioned above and always indicating the option of not providing this information. Both the data of minors and their representatives will be stored in the database called **DIART GAIA SAS** which will contain the same data indicated in the section above and treated for the same purposes described.

The treatment of children and adolescents will always be carried out taking into account the interest of the child, respecting their fundamental rights and, as far as possible, their opinion will be considered, if their autonomy, capacity and maturity to understand the matter to which it refers to the treatment of your data and the consequences that such treatment entails.

DIART GAIA SAS under no circumstances will it transfer or transfer personal data of children and adolescents.

Transfer, communication and cession of data

The customer is expressly authorizing **DIART GAIA SAS** to any act of communication, cession or transfer of its data both within and outside the territory of Colombia, to strategic allies with which **DIART GAIA SAS** has signed commercial agreements subject to the guidelines set by the present policies and conditions of treatment, with the aim of being able to carry out the purposes set out in this policy and, likewise, can provide the client with offers, messages and advertising promotions of their products and services by any means chosen.

In the case of data transfer outside the national territory, will be analyzed the limitations, conditions and procedures established in Law 1581 of 2012 and its implementing regulations, as well as the instructions given by the Superintendency of Industry and Commerce or the entity that regulates the subject.

Likewise, personal information may be provided to public or administrative entities in the exercise of their legal functions or by court order or in any other case expressly permitted by current regulations.

Rights of the client: Consultation, access, rectification, deletion.

Any partial, incomplete, fractional, false, misleading, or collected data without the proper authorization of the client that is warned by

DIART GAIA SAS, it will be updated, rectified or deleted in the shortest possible time in such a way as to satisfy the purposes of the treatment.

The client, or person authorized by him by power of attorney or authorization signed by the owner, may exercise his rights of access and consultation of all personal information contained in our databases, as well as make any claim in order to correct, update, cancel or delete any personal data or warn of an alleged breach of the current legislation on data protection by sending an e-mail to the address laura.lozano@moredigital.co.

In the request addressed by the customer to **DIART GAIA SAS**, the customer's identification data must be included, a description of the facts that give rise to the request for consultation or claim, and documents in which he wishes to assert his request. The client will be required to correct the faults of the one that suffers his request if the necessary requirements are not stated. After two months from the request of correction to the client without the same proceeding to address the correction will be given for withdrawal of your request.

The response to the request raised by the client will be made available to you by the same means or means used to make the query or claim. That is, we will proceed to send e-mail, in case the client has used this medium, or will be available to the client at the point of sale where he / she took his request for collection, notwithstanding the mechanisms for validation of identity that are implemented in this regard. The response will be available to the client within a maximum period of ten (10) business days in case of request for consultation and access, or fifteen (15) in case of complaint in order to correct, update, cancel or delete any data. If there is an impossibility to meet the client's request within the stipulated period, the latter will be informed of the reasons why the request can not be resolved and of a new date from which it will be found again. your disposition the resolution at your request.

The client has the right to file a complaint with the Superintendence of Industry and Commerce if, once the process of consultation or claim to **DIART GAIA SAS** has been exhausted, his request has not been resolved or a breach of current regulations has been resolved.