

# POLICY OF PROTECTION OF PERSONAL DATA

**CONFORT RENT A CAR SAS**, with main address in Bogotá D.C. 116th Street No. 70D-95, hereafter "**CONFORT**", in accordance with Law 1581 of 2012, Law 1369 of 2009 and Decree 1377 of 2013, delivery this privacy and personal data protection policy, which regulates the collection, storage, treatment, processing, administration, use, circulation, transmission, compendium and security of the information received from its customers, users, partners, suppliers, contractors, collaborators and third parties in general (hereafter "The holders"), through any media of collection that receives either in its administrative headquarters and its dependencies.

By virtue of the aforementioned standards, **CONFORT** guarantees the privacy and security of the data of each of the owners who provide personal information through the different means of collecting and capturing said information, arranged for that purpose. Taking into account the importance of this information that can be stored in the **CONFORT** databases, it will store it in an appropriate way and can use it for the purposes that gave rise to the supply of the same, which does not prevent the owners from checking the accuracy and fidelity of the information found in the **CONFORT** databases and exercise their rights related to knowing, updating, modifying and suppressing the information provided, as well as their right to revoke the authorization provided for the handling of their data..

**1. WHY DO WE NEED THE INFORMATION?:** The main reason for this is due to the following causes and purposes:

- a) By virtue of a contractual relationship with customers, users and third parties.
- b) For advertising purposes and to develop better campaigns to market their products, which may consist of goods and services, **CONFORT** shall comply with the rules that set forth limitations and restrictions, that the performance of these acts may generate.
- c) With the purpose of geographic expansion and better coverage for its users.
- d) For the development of operational and / or administrative tasks.
- e) For the negotiation and execution of contracts, agreements and alliances with third parties that allow a better provision of the services, an expansion in the goods and services that can be commercialized, always for the benefit of the clients and users, and without contravening the rights of people. The use of the data in accordance with the above allows the submission of information through means such as: emails, text messages, voice messages, telephone calls or any other.

**2. SUPPLY OF INFORMATION:** The holders who provide their data to **CONFORT** do so in a truthful, complete, voluntary manner, with their full consent and knowing the reasons why the receipt of the information is required. People's information will rest in a database allowing **CONFORT** its use according to the current legislation. The information provided by the owner will be easy to read, without technical barriers that stop access and should correspond to the database. **CONFORT** may ask the owner for additional information or update their data, by virtue of a contractual relationship, by legal provision or by legitimate order from the competent authority.

**3. AUTHORIZATION FOR THE USE AND TRANSFER OF THE INFORMATION:** The holders that provide information to **CONFORT**, unless otherwise stated, authorize its use for commercial, operational and administrative purposes, also authorize its transfer, except for the objections that previously communicate.

**4. FORM AND MECHANISMS TO GRANT AUTHORIZATION.** The authorization can be included in a physical, electronic document or in any other format or medium that guarantees its subsequent consultation. The authorization will be issued by **CONFORT** and will be made available to the owner before the processing of their personal data, in accordance with the Law 1581 of 2012. With their consent, the holders guaranteed the treatment of their information received and that it will be used for the purposes contained in this document, in the same way they will be informed of any changes to the provided data. Thus, the holders can make informed decisions about their personal data and control the use of their personal information.

**5. CASES IN WHICH AUTHORIZATION IS NOT REQUIRED:** **CONFORT** will not require authorization of the Holder in the case of:

- a) Information required by a public or administrative entity in the exercise of its legal functions or by court order;
- b) Data of a public nature;
- c) Medical or sanitary emergency cases;
- d) Treatment of information authorized by law for historical, statistical or scientific purposes;
- e) Data related to the Civil Registry of Persons. However, **CONFORT** will be legally obliged to transfer the information of the holders.

**6. RIGHTS OF THE HOLDERS:** The Owner of the personal data in **CONFORT**'s database, will have the following rights:

- a) Knowing, updating and rectifying the personal data you have provided to **CONFORT**. This right may be exercised by partial, inaccurate, incomplete, fractioned, misleading data, or those whose Treatment is expressly prohibited or has not been authorized;
- b) Request proof of the authorization granted to **CONFORT**, except when expressly excepted as a requirement for the Treatment, in accordance with the provisions of article 10 of Law 1581 of 2012;
- c) Be informed by **CONFORT**, upon request, regarding the use that has been given to your personal data;
- d) Submit complaints to the Superintendency of Industry and Commerce for infractions of the provisions of Law 1581 of 2012, Law 1369 of 2009 and the other regulations that modify, add or complement them;
- e) Revoke the authorization and / or request the deletion of the data when the Treatment does not respect the principles, rights and constitutional and legal guarantees, by the Superintendence of Industry and Commerce.
- f) Free access to your processed personal data.
- g) The holder is not obliged to authorize the processing of their data.

**7. CONFORT DUTIES AS RESPONSIBLE FOR DATA PROCESSING:** The following are the duties of **CONFORT**, in relation to data holders:

- a) Guarantee the Holder, at all times, the full and effective exercise of the right of habeas data;
- b) Request and keep, under the conditions established by Law, a copy of the respective authorization granted by the Holder;
- c) By virtue of the authorization granted, inform properly to the Holders about the purpose of the collection and the rights that assist them.
- d) Keep the information under the security conditions necessary to prevent its adulteration, loss, consultation, use or unauthorized or fraudulent access;

- e) Guarantee that the information provided to the person in charge is truthful, complete, accurate, updated, verifiable and understandable;
- f) Update the information, communicating to the person in charge, all the news regarding the data and adopt the necessary measures to it is kept up to date;
- g) Rectify the information when it is incorrect and communicate the pertinent information to the person in charge;
- h) Provide the Data Processor, as the case may be, only data whose processing is previously authorized in accordance with the provisions of this law;
- i) Demanding from the Person in charge, respect for the security and privacy conditions of the Holder's information;
- j) Process the consultations and claims formulated in the terms indicated in Law 1581 of 2012 and other regulations that complement, modify and add them;
- k) Adopt an internal manual of policies and procedures of law enforcement guarantee, in particular, to attend to inquiries and complaints;
- l) Inform the Person in Charge when certain information is under discussion by the Holder, once the claim has been filed and the respective procedure has not been completed;
- m) Inform at the request of the Holder about the use given to their data;
- n) Inform the data protection authority when there are violations of the security codes and there are risks in the administration of the information of the Holders.
- o) Comply with the instructions and requirements issued by the Superintendence of Industry and Commerce.
- p) Inform the Holder explicitly and in advance, in addition to the general requirements of the authorization, which of the data are sensitive and the purpose of the Treatment, as well as obtaining its express consent.

**8. PERSONAL DATA STORAGE:** CONFORT will store and process the information provided by the owner in a secure manner. It will use all the measures at its disposal to protect the information of the owners against loss, abuse, adulteration, access or Unauthorized or fraudulent use. The processing of the data may be contracted and carried out by third parties, who in any way may have access to the personal data entered in the CONFORT databases. The third parties in charge of the data that have supplied CONFORT are contractually bound to store, treat, protect and maintain this information as

confidential and may not use it for any other purpose than the one indicated contractually by **CONFORT**.

**CONFORT** is not responsible for any consequence derived from the improper entry of unauthorized third parties to the database and / or by any technical failure in the operation and / or conservation of data in the information storage system, for causes that do not are imputable.

**CONFORT** refrains from collecting information of any kind, coming from minors.

**9. SECURITY OF INFORMATION:** The information subject to Treatment by **CONFORT**, will be handled with technical, human and administrative measures that are necessary to grant security to the records avoiding their adulteration, loss, consultation, use or unauthorized access or fraudulent. However, the transmission of data over the Internet or any wireless network can not be guaranteed to be 100% secure, therefore the owners know and assume that from the use of the Internet and wireless networks, a risk arises probable vulnerability, however **CONFORT** has security mechanisms and access to its information systems.

**10. RIGHT OF ACCESS, RECTIFICATION, UPDATING, DELETION AND REVOCATION OF PERSONAL DATA:** In accordance with the provisions of Law 1581 of 2012, the holder may access their personal data at least once each calendar month and each time there are modifications of the Information Treatment Policies that motivate new consultations, as well as having access to the details of their treatment, may rectify them or modify them if they are equivocal, may also request their elimination when they consider that they are excessive or unnecessary for the purposes that justified their obtaining, oppose the treatment of them or request the revocation of the authorization for the processing of data that has been granted.

For inquiries whose periodicity is greater than one for each calendar month, the Responsible may only charge the Holder the costs of shipping, reproduction and, where appropriate, certification of documents. The costs of reproduction can not be greater than the costs of recovering the corresponding material. For this purpose, the Responsible Party must demonstrate to the Superintendence of Industry and Commerce, when it so requests, the support of said expenses.

To exercise the right of access to the holder of his own data and to update, delete and revoke them, the owner of the information may submit your request by the following means:

Via Phone: 8112172-3214153291.

By written request located at Calle 116<sup>a</sup> No. 70D-95 Bogotá D.C.

Through the email [gerencia@confortrentacar.com](mailto:gerencia@confortrentacar.com)

For more information on the website: [www.confortrentacar.com](http://www.confortrentacar.com)

a) **Right of access:** To exercise the right of access the owner must prove their quality and identity, if acting as legal representative or agent must provide the document supporting the condition.

b) **Rectification, Updating or deletion of data:** The request made by the owner or his representative to rectify, update or delete their data, must be submitted through the means indicated and contain, the following :

- The name and address of the owner or any other means to receive the response.
- In the event that the owner acts through a representative or agent, a document must be attached that supports it.
- Documents that prove the identity or personality of your representative.
- The clear and precise description of the personal data whereby the owner seeks to exercise any of the rights.
- If necessary, other elements or documents that provide the location of personal data.

The deletion of data by the owner, will be appropriate in the following events:

- When the owner considers that they are not being treated according to the principles, duties and obligations set forth in Law 1581 of 2012.
- They have ceased to be necessary or pertinent for the purpose for which they were collected.
- The period necessary to fulfill the purposes for which they were collected has been exceeded

The deletion of data implies the total or partial elimination of personal information in accordance with the request by the owner in the records, files, databases or treatments performed by **CONFORT**. The right of cancellation is not absolute and the person responsible can oppose when:

- The request to suppress the information will not proceed when the holder has a legal or contractual duty to remain in the database.
- The elimination of data hinder judicial or administrative actions linked to tax obligations, the investigation and prosecution of crimes or the updating of administrative sanctions.
- When the information is required for the administration and mitigation of risks such as SARLAFT, SARL, SARO and others considered by the different authorities, especially the Ministry of Technologies and Communications, the Commission for Regulation of Communications, the Ministry of Transportation, the Superintendence of Ports and Transport, the Superintendence of Industry and Commerce and the other authorities that may exercise competence over **CONFORT** acts.
- The data are necessary to protect the legally protected interests of the owner; to perform an action based on the public interest, or to comply with an obligation legally acquired by the owner.

If the cancellation of personal data is appropriate, **CONFORT** must perform the deletion in such a way that the elimination does not allow the retrieval of the information.

**c) Revocation of the authorization:** The holders of personal data may revoke the consent to the processing of their personal data at any time, if it is not prevented by a legal provision or a contractual link with **CONFORT**, which requires their permanence. For this, **CONFORT** should establish simple and free mechanisms that allow the owner to revoke their consent, at least by the same means by which it was granted.

The revocation of the authorization may relate to the totality of the data or to some specific information required by the owner of the same, so he/she must raise their request, stating the reasons that led them to make the decision indicating if the revocation is total or partial, in this second event the owner must indicate with which treatment is not satisfied.

**FIRST PARAGRAPH:** Nonetheless, **CONFORT** may freely implement mechanisms that make it easier for the owner to exercise their Rights of Access, rectification, updating, deletion and revocation of their personal data. Consequently **CONFORT** may enable electronic means, forms, systems and other simplified methods which will be informed on the website.

**11. PROCEDURES:** In accordance with the provisions of Law 1581 of 2012, **CONFORT** has implemented the following procedures:

a) Queries: The Holders or their successors in title may consult the personal information of the Holder in the database. **CONFORT** must provide them with all the information contained in the individual record or that is linked to the identification of the Owner.

The consultation will be formulated to the following electronic mail: [gerencia@confortrentacar.com](mailto:gerencia@confortrentacar.com)

The consultation will be attended within a maximum term of ten (10) working days counted from the date of receipt of the same. When it is not possible to attend the consultation within said term, **CONFORT** will inform the interested party, stating the reasons for the delay and indicating the date on which the consultation will be attended, which in no case may exceed five (5) business days following the expiration of the first term.

b) Claims: The Holder or his successors in title who consider that the information contained in the database should be subject to correction, updating or deletion, or when they notice the alleged breach of any of the duties contained in Law 1581 of 2012, may file a claim with **CONFORT**, which will be processed under the following rules:

- The claim will be formulated by a request addressed to **CONFORT**, with the identification of the Holder, the description of the facts that give rise to the claim, the address, and attaching the documents that it wants to assert. If the claim is incomplete, **CONFORT** will require the interested party within five (5) days following receipt of the claim to correct the faults. After two (2) months from the date of the request, without the applicant submitting the required information, it shall be understood that the claim has been abandoned.

In the event that the person receiving the claim is not competent to resolve it, it will notify the corresponding party within a maximum period of two (2) business days and inform the interested party of the situation.

- Once the complete claim has been received, a legend that says "claim in process" and the reason for it will be included in the database, in a term not exceeding two (2) business days. This legend must be maintained until the claim is decided.

- The maximum term to address the claim will be fifteen (15) business days from the day after the date of receipt. When it is not possible to attend the claim within said term, the interested party will be informed of the reasons for the delay and the date on which his claim will be handled, which no may exceed eight (8) business days following the expiration of the first finished.

- Procedural requirement: The Holder or legal representative can only file a complaint with the Superintendence of Industry and Commerce once you have gone through the **CONFORT**'s complaint process.



**12. VALIDITY:** This data protection policy will become effective as of \* Fifteen (15) July Two Thousand Thirteen (2013) and will have an indefinite duration. CONFORT may unilaterally and freely, by legal provision or by virtue of an order of competent authority, modify this data protection policy, at any time, for which will communicate these facts to the holders through the website [www.confortrentacar.com](http://www.confortrentacar.com)

