

## **WEBSITE PRIVACY POLICY**

### **PRESENTATION**

This Privacy Policy (hereinafter "Policy" or "Privacy Policy"), establishes the terms and conditions and purposes under which CasaLuker S.A. carries out the collection, storage, use, circulation, deletion and treatment of the data of the Users who want to register their personal data, as well as the security and confidentiality conditions of said information and, establishes the procedures so that the owners of the data may exercise the rights established under the laws of protection of personal data, as specified in the personal data treatment policy CasaLuker S.A.

The User when accepting the Terms and Conditions of CasaLuker S.A. is expressly accepting the following Privacy Policy.

For the purposes of this Privacy Policy, the term "USER" means any natural person registered or who wishes to register his/her personal data on the website.

### **DATA COLLECTION**

CasaLuker S.A. in order to carry out the collection of some personal data, indicates the user that informs him/her that by entering the Site and registering, the user authorizes CasaLuker S.A. to use and process the personal data entered by him/her on the Site, for the purposes established on the Site and especially, in order to allow him/her to create a database of registered users. This database has as its main objective to collect information to: send commercial, advertising, technical information of CasaLuker S.A., and/or its products and/or its services to users, build commercial strategies with registered users and the information reported by them, use of information in operational business processes of CasaLuker S.A., the programming and delivery of gifts, postcards and any advertising material as well as for any other commercial purpose that allows developing a commercial relationship with users for the sale of the company's products or any purpose mentioned in article 8 of the Personal data processing policy of CasaLuker S.A. described and published in [www.casaluker.com](http://www.casaluker.com).

The processing of the user's personal data will be carried out directly by CasaLuker S.A., or by those responsible for the treatment that it considers necessary in accordance with the Personal Data Processing Policy of CasaLuker S.A., available at [www.casaluker.com](http://www.casaluker.com).

The data may be shared, transmitted, delivered, transferred or disclosed for the aforementioned purposes, to: i) Legal persons that have the quality of subsidiaries, subsidiaries or related companies and strategic allies of CasaLuker S.A.

When it is necessary to make international transfers of user data, will be informed in advance.

The user is clear that the answers to the questions that could be ask about sensitive personal data<sup>1</sup> are optional, in accordance with the current legal definition. Consequently, the user has not been obliged to answer them, so he/she expressly authorizes the processing of his sensitive data.

As the owner of the information, the user is assisted by the rights provided in Law 1266 of 2008, Law 1581 of 2012, its Regulatory Decree 1377 of 2013, chapters 25 and 26 of Decree 1074 of 2015, and

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<sup>1</sup> They are sensitive data, those that affect the privacy of the Holder or whose improper use can generate discrimination, for example political orientation, religious or philosophical convictions, of human rights, as well as data related to health, sexual life and biometric data

other concordant regulations. In particular, the user has the right to know, update, rectify, revoke and suspend the information that has been collected in relation to him/her.

For the exercise of user rights regarding the data that is being delivered, CasaLuker S.A. has available the following channels:

<b>CHANNEL</b>	<b>CHANNEL DESCRIPTION</b>
Email	servicioalcliente@casaluker.com.co
Telephones	Telephone in Bogotá: (57) (1) 447 37 77. At the national level: 01 8000 112 131. Telephone in Manizales: (57) (6) 887 9510
In written and physical medium	Written: Bogotá: Calle 13 No. 68 - 98, Zona Industrial. Written: Manizales: Carrera 23 No. 64 B - 33, Torre A, El Cable.

### **RESPONSIBLE FOR THE INFORMATION PROCESSING**

CasaLuker S.A. will act as responsible for the processing of the user's personal data and may use them in accordance with the Personal Data Processing Policy.

CasaLuker S.A. reserves the right to modify and/or update its Personal Data Processing Policy when it deems appropriate, and if it occurs, it will announce it in accordance with the provisions of the law to all holders of the information it handles.

### **SECURITY AND CONFIDENTIALITY**

To guarantee the protection of privacy and confidentiality of the information, the Website includes measures such as data encryption and automatic blocking of unauthorized access.

The information that a User enters on the website is kept strictly confidential and is not shared with third parties other than those indicated in this Privacy Policy and in the Terms and Conditions. The data will be encrypted before transfer to provide the highest possible security.

CasaLuker S.A. keeps the personal data of the Users under the terms of security and confidentiality described herein and for the purposes indicated in this document.

### **UPDATE OF PERSONAL DATA OF USERS**

Considering that the holders of the information assist them with the right to make inquiries or complaints about their personal information that rests in the databases of CasaLuker S.A., for this purpose the procedure described below has been designed and implemented on two items such as the one of claims about personal consultations, requests for authorization of the information and use of the data and as a second item the one of attention to request of correction, authorization or deletion of data.

1) Request attention: The holder can make the consultation by written, verbal or face-to-face service at our headquarters located at Avenida Suba No. 115 - 58, Tower B, Office 501 between 8:00 am and 6:00

pm from Monday to Friday and Saturday from 9:00 am to 12:00 pm, the consultation can also be made through our email [servicioalcliente@casaluker.com.co](mailto:servicioalcliente@casaluker.com.co)

2) Application requirements: The applications submitted must include at least the following information: Full name, address, telephone number, email and citizenship ID number, subject of the complaint and/or application and claims.

3) Process of the request: All the requests filed by the holders of the information will have a response within a period of less than 10 business days counted from the moment of receipt of the claim.

4) The requests for correction, update or deletion of data will be attended in a single instance by a call center agent after having knowledge of it by the different suitable means valid. For this purpose may communicate to the national customer service line 01 8000 112 131 and in Bogotá at number (57) (1) 447 37 77, who will generate a consultation number so that it can be attended by the area in charge of the company, except for written requests, which will be resolved immediately and subsequently send a letter containing the response to the request, via certified mail within a period not exceeding 5 business days.

Sincerely,

**CASALUKER S.A.**