

## **POLICY OBJECTIVE**

At Colombia Memories S.A.S., we value the trust of our clients and are committed to protecting their privacy and personal data. This policy establishes the guidelines for the collection, use, storage, circulation, and deletion of personal data, in compliance with Law 1581 of 2012, its regulatory decrees, and other applicable regulations.

### **1. WHAT PERSONAL DATA DO WE COLLECT?**

We collect personal data that is necessary for the adequate provision of our tourist services, such as:

- Full name.
- Type and number of identification document.
- Nationality.
- Date of birth.
- Gender.
- Contact information such as: address, telephone, email.
- Travel-related information: dates, preferences, allergies or dietary restrictions, people with whom you travel.
- Information about the use of our services or interest in our products.

### **2. WHAT DO WE USE YOUR DATA FOR?**

Personal data is used for the following purposes:

- Manage reservations, itineraries, and other contracted tourist services.
- Coordinate with operators, hotels, guides, and transportation providers.
- Send confirmations, updates, and communications related to booked services
- Address inquiries, requests, complaints, or claims.
- Fulfill legal, contractual, accounting, and fiscal obligations.
- Evaluate the quality of our services and apply satisfaction surveys.
- Send commercial and promotional information, with prior authorization from the holder.

### **3. WITH WHOM DO WE SHARE YOUR DATA?**

We may share your personal data with third parties when necessary for the proper execution of the contracted service or by legal obligation. These may include:

- Hotels, transportation operators, tour guides, insurance companies.
- Technological platforms used for reservation management.
- Governmental or judicial entities, when legally required.

These third parties are obliged to guarantee the confidentiality and security of the shared information.

#### **4. YOUR RIGHTS AS A DATA HOLDER**

You have the right to:

- Know, update, and correct your personal data.
- Request proof of the authorization granted.
- Revoke your authorization or request the deletion of your data when appropriate.
- Be informed about the use given to your information.
- File complaints with the *Superintendencia de Industria y Comercio* when you believe your rights have been violated.

#### **5. HOW CAN YOU EXERCISE YOUR RIGHTS?**

If you have any questions about this policy, please contact COLOMBIA MEMORIES S.A.S. or send your inquiry directly or through the following communication channels:

By written communication via email to:

 [adm@colombiamemories.com](mailto:adm@colombiamemories.com)

Subject: "Solicitud protección de datos personales" (Request for personal data protection)

Please include the following in your request:

- Full name.
- Type of request (consultation, correction, deletion, revocation, etc.).
- Clear description of what is requested.
- Copy of the identification document (scanned or photo).

We will respond within a maximum period of 15 calendar days from the date of receipt of the complete request.

#### **6. SECURITY MEASURES**

Colombia Memories S.A.S. implements reasonable technical, human, and administrative measures to protect personal information against unauthorized access, loss, alteration, or misuse. The data will be kept only for the time necessary to fulfill the purposes for which they were collected.

#### **7. CHANGES TO THIS POLICY**

This policy may be modified at any time. In the event of substantial changes, these will be promptly informed through our website:

 [www.colombiamemories.com](http://www.colombiamemories.com)

## 8. LEGAL AND REGULATORY FRAMEWORK


This document has been prepared in accordance with the following standards and documents:

- Political Constitution, Article 15.
- Law 1581 of 2012
- Law 1273 of 2009
- Law 1266 of 2008
- Regulatory Decrees 2952 of 2010, and Partial Regulatory Decree No. 1377 of 2013
- Judgments of the Constitutional Court C-1011 of 2008, and C-748 of 2011
- Work Regulations

## 9. EFFECTIVE DATE

This policy is effective as of the twelfth (12th) of March 2025 and will be available for consultation in the institutional channels.

**FREDDY CELIS GARCIA**  
**LEGAL REPRESENTATIVE COLOMBIA MEMORIES S.A.S.**

 [freddy@colombiamemories.com](mailto:freddy@colombiamemories.com)

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 [www.colombiamemories.com](http://www.colombiamemories.com)