

# PERSONAL DATA TREATMENT AND PROTECTION POLICY

Colombian Data Protection Law 1581/2012 · Decree 1074/2015

Version 1.0 · April 2026

## 1. Identity of the Data Controller

CON DERECHO A VIAJAR S.A.S. (hereinafter "the Agency") is responsible for the processing of personal data collected in the course of its activities as a travel and tourism agency. Carolina Artuluaga, co-founder and attorney, is the designated Data Officer responsible for handling data-related requests. Contact details:

<b>Legal name</b>	CON DERECHO A VIAJAR S.A.S.
<b>NIT</b>	902020042-7
<b>RNT</b>	275682
<b>Address</b>	Corregimiento El Valle, Bahía Solano, Chocó, Colombia
<b>Email</b>	conderechoaviajar@gmail.com
<b>Phone / WhatsApp</b>	3207101500
<b>Website</b>	www.conderechoaviajar.com
<b>Data Officer</b>	Carolina Artuluaga — co-founder & attorney

## 2. Legal Framework

This policy is grounded in Colombian data protection regulations:

- Colombian Constitution, Articles 15 and 20 (right to habeas data and privacy).
- Law 1581 of 2012 — General Data Protection Act.
- Decree 1074 of 2015 (Sole Regulatory Decree for Commerce, Industry and Tourism), compiling Decree 1377/2013.
- Law 1266 of 2008 (financial habeas data), where applicable.
- Circulars and guidelines of the Superintendence of Industry and Commerce (SIC) as the national data protection authority.

## 3. Definitions

For the purposes of this policy, the definitions of Article 3 of Law 1581/2012 apply:

- Authorization: prior, express and informed consent of the data subject for data processing.
- Database: organized set of personal data subject to processing.
- Personal data: any information linked or linkable to an identified or identifiable natural person.

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- Sensitive data: data affecting the subject's privacy or whose improper use may cause discrimination (health, racial origin, biometric data, etc.).
  - Data processor: person who processes data on behalf of the controller.
  - Data controller: person who decides on the database and its processing (the Agency).
  - Data subject: natural person whose personal data are being processed.
  - Processing: any operation on personal data (collection, storage, use, circulation or deletion).
  - Transfer: sending data to a recipient who is a controller, within or outside the country.
  - Transmission: processing of data on behalf of the controller by a processor.

#### **4. Governing Principles**

The Agency's data processing is governed by the principles of Article 4 of Law 1581/2012: lawfulness, purpose limitation, freedom, accuracy, transparency, restricted access and circulation, security and confidentiality.

#### **5. Personal Data Collected**

The Agency collects personal data through web forms, reservations, quotations, social media, phone calls, WhatsApp messages and other service channels. Collection via WhatsApp occurs with the data subject's implicit authorization upon initiating a commercial conversation with the Agency, without prejudice to requesting express authorization for sensitive data.

Direct messages received through social media (Instagram, TikTok, Facebook) also constitute data collection channels and are subject to this policy. By sending a direct message to any of the Agency's official accounts (@conderechoaviajar), the data subject accepts that the information shared may be processed in accordance with the purposes described in Section 6. Public interactions (comments, mentions) may also be recorded for customer service purposes.

##### **5.1. Identification and contact data**

- Full name, ID type and number.
- Date of birth, nationality and gender.
- Address, email address and phone numbers.

##### **5.2. Data for tourism service delivery**

- Passport, visa and travel document information.
- Travel preferences, destinations, dates and companions.
- Payment and billing data (processed through secure payment gateways).

##### **5.3. Sensitive data (optional processing)**

Exceptionally, and only with express authorization, the Agency may process sensitive data such as health conditions, dietary or mobility restrictions, when necessary for the proper delivery of the service. Data subjects are not obliged to authorize the processing of sensitive data.

For data relating to children and adolescents, processing will only occur in their best interest and with authorization from their legal guardians.

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#### **5.4. Web browsing data (cookies and similar technologies)**

The website [www.conderechoaviajar.com](http://www.conderechoaviajar.com) uses traffic analysis tools including Google Analytics, which automatically collect browsing data (pages visited, time spent, device type, approximate geographic location and site interactions). This data is processed in aggregated, anonymized form for statistical and service improvement purposes.

By browsing the website, the user accepts the use of these technologies. The Agency does not store personally identifiable data through cookies. Users may configure their browser to reject cookies; in that case, some site features may be limited.

#### **6. Purposes of Processing**

Personal data will be processed for the following purposes:

1. Managing reservations, quotations and the delivery of contracted tourism services.
1. Processing bookings for flights, accommodation, transport, insurance and tourism packages with allied providers.
2. Processing payments, issuing invoices and fulfilling tax and accounting obligations.
3. Sending commercial information, promotions, offers and newsletters (subject to prior consent).
4. Handling complaints, claims and service requests (PQRS).
5. Conducting satisfaction surveys and improving service quality.
6. Fulfilling legal, contractual and regulatory obligations.
7. Preventing fraud and ensuring transaction security.
8. Analyzing website browsing behavior for statistical purposes (Google Analytics).

#### **7. Authorization of the Data Subject**

The Agency will request prior, express and informed authorization from data subjects before processing their data, obtainable through physical or electronic means (checkboxes on web forms, emails, WhatsApp messages or any other mechanism that preserves evidence of authorization).

Pursuant to Article 10 of Law 1581/2012, authorization is not required when information is requested by a public authority in the exercise of its functions, is of a public nature, relates to a medical or health emergency, or serves historical, statistical or scientific purposes.

#### **8. Rights of Data Subjects**

In accordance with Article 8 of Law 1581/2012, data subjects have the right to:

- Access, update and correct their personal data.
- Request proof of the authorization granted to the Agency.
- Be informed of how their personal data has been used.
- File complaints with the SIC for violations of data protection regulations.
- Withdraw authorization and/or request deletion of their data when no legal or contractual obligation requires its retention.

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- Access their personal data free of charge.

## 9. Procedure for Exercising Rights

### 9.1. Contact channels

Data subjects may exercise their rights by emailing [conderechoaviajar@gmail.com](mailto:conderechoaviajar@gmail.com), in writing to the Agency's address (Corregimiento El Valle, Bahía Solano, Chocó, Colombia), or via WhatsApp at 3207101500. The designated Data Officer, Carolina Artuluaga, will handle these requests.

### 9.2. Inquiries

Inquiries will be addressed within a maximum of ten (10) business days from receipt. If this deadline cannot be met, the requester will be notified and the inquiry will be resolved within the following five (5) business days.

### 9.3. Claims

Claims will be addressed within a maximum of fifteen (15) business days from the day after receipt. If this deadline cannot be met, the requester will be notified and the claim will be resolved within the following eight (8) business days.

Claims must include the subject's identification, a description of the facts, contact address and any supporting documents.

## 10. Security Measures

The Agency adopts reasonable technical, human and administrative measures to ensure the security, confidentiality and integrity of personal data, preventing its alteration, loss, unauthorized or fraudulent access, use or consultation. These measures include access controls, data backups, encryption of sensitive information, and confidentiality agreements with staff and processors.

### 10.1. Security Incident Notification

In the event of a security incident compromising personal data (unauthorized access, loss, theft, leak or any situation affecting the confidentiality, integrity or availability of data), the Agency will immediately adopt corrective measures and will:

- Notify the Superintendence of Industry and Commerce (SIC) within the deadlines established by applicable regulations, describing the nature of the incident, the data compromised and the measures taken.
- Inform affected data subjects in a timely and clear manner about the incident, its potential consequences and the actions taken to mitigate harm, where such notification is required by law.

The designated Data Officer (Carolina Artuluaga) will coordinate the incident response and communications with the SIC and affected data subjects.

## 11. Data Transfers and Transmissions

For the delivery of tourism services, the Agency may transmit or transfer personal data to airlines, hotels, local operators (including Ecojurubirá Tours), insurers, booking platforms and other national or international allied providers, ensuring they maintain adequate levels of data protection.

All international transfers will be carried out in accordance with Articles 26 and 27 of Law 1581/2012. Where recipients are located in countries without a level of protection equivalent to Colombian standards, the Agency will enter into the necessary agreements or contractual clauses to ensure adequate protection of the transferred data.

## 12. Database Retention Periods

Personal data will be retained for as long as necessary to fulfill the purposes described and while legal, accounting or contractual obligations subsist. The table below summarizes retention periods by category:

Data category	Retention period	Legal basis
Reservation and transaction data	5 years from transaction date	Tax & accounting obligation (Law 1314/2009)
Travel documents (passports, visas)	Up to 1 year after service delivery	Contractual purpose
Marketing and communications data	Until consent is withdrawn	Consent (Art. 7, Law 1581/2012)
Complaints and claims (PQRS)	3 years from resolution	Legal traceability duty (Law 1480/2011)
Minors' data	Same as reservation data; deleted upon request from legal guardian	Best interest of the child (Art. 7, Law 1581/2012)

Once the applicable retention period has elapsed, personal data will be securely deleted or anonymized, unless an additional legal retention obligation exists.

**SIC Registration:** The Agency is subject to the obligation to register its databases with the Superintendence of Industry and Commerce under Article 25 of Law 1581/2012 and Decree 1074/2015. The Agency will verify and maintain this registration up to date as required.

## 13. Validity and Amendments

This Policy takes effect as of June 2026. The Agency reserves the right to amend it at any time; material changes will be communicated to data subjects through the available channels before taking effect. The current version will always be available at [www.conderechoaviajar.com](http://www.conderechoaviajar.com).

**CON DERECHO A VIAJAR**

Committed to protecting your data