

POLICY ON DATA PROTECTION AND PRIVACY OF PERSONAL DATA

Policy on Data Protection

Effective: October 1, 2013

SEMPERTEX DE COLOMBIA S.A (hereinafter, “**Sempertex**”) is respectful of the personal data and information provided to it by different people.

This Privacy Policy sets forth the purposes, measures and procedures established for the use of our data bases, as well as the mechanisms available to the people who appear in our data bases for recognizing, updating, correcting and deleting data and, overall, exercising their rights. The express or unequivocal acceptance of these policies implies acceptance of this Privacy Policy and your authorization for the uses and other handling herein described.

1. PARTY RESPONSIBLE OF DATA HANDLING. The person responsible of handling the personal data and other information of Sempertex members is Oswald Loewy Nuñez, country identification number C.C. No. 8.682.119. His contact information is:

- a) Residence: Barranquilla.
- b) Address: Vía 40 No. 64-198 Zona Industrial Loma 3
- c) E-mail: info@sempertex.com
- d) Telephone number: 57 5 366 98 00

2. PURPOSE OF THE DATA BASE. The main purposes of the data base are: (i) maintaining efficient communication regarding Sempertex products, services, promotions, events, communications and contents, and/or marketed by Sempertex, through any means known or to be known; (ii) undertaking internal studies regarding consumer habits and determining the quality of Sempertex products, services, promotions, events, communications and contents, and/or marketed by Sempertex; (iii) providing notice about changes in Sempertex, Sempertex products,

services, promotions, events, communications and contents, and/or marketed by Sempertex; (iv) contracting, executing and marketing Sempertex products, services, promotions, events, communications and contents, and/or marketed by Sempertex, as well as contacting by any means known or to be known, for example via telephone, through the *Festipuntos* loyalty program, electronic (SMS, chat, e-mail and others considered electronic means), physical and/or in person.

3. OBTAINING DATA AND DATA PROVIDED. Sempertex may expressly request the data necessary to fulfill the purposes of the data base. These include, among others, your name and surname, identification card number, date of birth, mailing address, contact telephone number, e-mail, experience, place of work, references and employment record, needs and interests, purchases made, income, and billing. The data may be provided to Sempertex, collected in person, obtained via consultation of third parties that administer data bases, or collected at events, claims, requests, surveys, proposals, or requests for participation in projects, programs, events, through the web page, etc. Sempertex will not collect data considered Sensitive Data as provided in Law 1581 of 2012, like for example, data pertaining to racial or ethnic origin, political, religious or philosophical beliefs, trade union membership, social organizations, medical or health conditions, sex life or biometric data.

4. AUTHORIZATION TO COLLECT DATA AND HANDLING OF PERSONAL DATA AND OTHER INFORMATION. By voluntarily providing any of the personal data in the manner stated in the preceding paragraph, and/or express verbal or written authorization, the Data Subject expressly or unequivocally authorizes Sempertex to collect the personal data and any other information it provides, as well as to handle its personal data pursuant to this Privacy Policy and the Law.

5. HANDLING OF PERSONAL DATA STORED IN SEMPERTEX DATA BASES. Sempertex will only utilize, process and transfer personal data and other

information of its members for the purposes described and for the handling authorized in this Privacy Policy and existing legislation. In addition to what is stated in other paragraphs, you expressly authorize Sempertex to collect, use and transfer your personal data and other information for the following purposes and under the following circumstances: (i) establishing communication between you and Sempertex for any purpose related to the purposes set forth in this policy, whether by means of calls, text messages, e-mails and/or physical; (ii) auditing, studying, analyzing and utilizing the information in the data base to design, implement and develop programs, projects and events; (iii) auditing, studying, analyzing and utilizing the information in the data base to disseminate organizational policies, projects, programs, results and changes; (iv) when disclosure of information is required to comply with the law, regulations or legal processes, to ensure compliance of the terms and conditions, to stop or prevent fraud, security breaches of Sempertex or others, prevent technical problems or protect the rights of others as required by the terms and conditions or the law; (v) authorization from the Data Subject is not required to provide data of a public nature, in medical emergency cases, handling of information for historical, statistical or scientific purposes authorized by the law, data related to Vital Statistics of Persons, (vi) all others described herein or in the Law.

6. REQUEST FOR AUTHORIZATION OF NEW USES. Sempertex may request authorization for the use or transfer of your data or information for purposes other than those stated in this Privacy Policy or in the Terms and Conditions, for which it will publish the changes to this Privacy Policy on its web page www.sempertex.com , or in any public means it deems convenient as the case may be.

7. INFORMATION AND DATA OF MINORS. Sempertex does not utilize, store or handle personal data of minors. If due to any fraud or error, should information about a minor be stored, the same shall be deleted immediately from our data bases once it is learned that the data belongs to a minor.

8. STORAGE OF PERSONAL DATA. The Data Subject expressly authorizes Sempertex to store its data in the form considered most convenient and complies with the security required for the protection of data pursuant to the regular and reasonable standards applicable to companies like Sempertex.

9. SECURITY MEASURES FOR THE PROTECTION OF PERSONAL DATA AND OTHER INFORMATION. Sempertex security measures for personal data stored in its data bases seek to prevent data adulteration, loss, and unauthorized uses and access. To this end, Sempertex diligently implements human, administrative and technical measures that are reasonably available to it. The Data Subject expressly agrees to this form of protection and declares that it considers the same convenient and sufficient for all purposes.

Similarly, third parties contracted by Sempertex are equally required to adhere to and comply with the information security policies and guides, as well as the security protocols we apply to all our processes. All contracts of Sempertex with third parties (contractors, external consultants, temporary employees, etc) that involve the handling of information and personal data, include a confidentiality agreement that sets forth in detail its commitments for the protection, care, security and safeguarding of the confidentiality, integrity and privacy thereof.

10. RIGHTS OF DATA SUBJECTS. Sempertex informs its members that pursuant to existing legislation, they have, among others, the right to recognize, update, rectify and/or revoke authorization for personal data handling. Specifically, article 8 of Law 1581 of 2012 establishes the following rights:

- a) Recognizing, updating and rectifying personal data,
- b) Requesting proof of the authorization granted,
- c) Being informed, upon request, about the use that has been given to its personal data,
- d) Filing complaints before the Industry and Trade Superintendence for violation of the legal provisions
- e) Revoking the authorization and/or requesting deletion of the data,

f) Free access to its personal data being object of Handling.

a. Person responsible for petitions, inquiries and claims. The person responsible for addressing petitions from Data Subjects regarding inquiries and complaints to exercise their right to recognize, update, rectify and delete data and revoke authorization is Oswald Loewy Nuñez.

b. Procedure to enforce your rights. Should you wish to exercise your rights, please send an e-mail or written message to the contact addresses established in this Privacy Policy.

c. Petitions and Inquiries Regarding Personal Data. When the Data Subject or its assignees wish to consult the information stored in the data base, Sempertex will respond to said request within a term of ten (10) days or within the maximum term established by Law. In compliance with the provisions of Law 1581 of 2012, when it is not possible to answer the inquiry within such term, user will be informed, explained the reasons for the delay and provided the date when its inquiry will be addressed, which cannot exceed five (5) working days following expiration of the first term, or the maximum term established by Law.

d. Revoking authorization, removal or deletion from the data base and claims regarding Personal Data. When the data subject or its assignees believe that the information stored in the data bases must be subject to correction, an update or deletion, or when they notice an alleged non-compliance of any of the duties contained in Law 1581 of 2012, the same may file a claim before Sempertex, which shall be processed under the following rules, which in no case shall diminish or restrict the rights established by Law:

1. The claim shall be submitted by means of a request addressed to Sempertex and will include the identification of the Data Subjects, a description of the facts that give rise to the claim, address, and will attach the documentation they want asserted. Should the claim be incomplete, Sempertex may summon the interested

party within five (5) days following receipt of the claim, for remediation. After two (2) months have passed since the date of the summons without the requesting party submitting the information requested, it will be understood that the party desists its claim. In the event that Sempertex is not competent to resolve the claim, it will notify whomever it concerns in a term of two (2) working days and will inform the Data Subject, upon which Sempertex will be relieved of any claim or responsibility for the utilization, rectification or deletion of data.

2. Once the entire claim is received, a label that reads "claim in progress" and the reason for it will be included in the data base, in a term no greater than two (2) working days. Such label will be maintained until the claim has been settled.

3. Claims will be addressed within a term of fifteen (15) working days following the date of receipt. When a claim cannot be addressed within such term, the Data Subject will be informed of the reasons for the delay and the date when its inquiry will be addressed, which in no case may exceed eight (8) working days after the first term expires.

11. CONTACT. Any additional concern or information will be received and processed by submittal to the contact addresses established in this Privacy Policy.

12. VALIDITY PERIOD OF DATA BASES. Personal data stored in the data base shall be valid for the term necessary to fulfill its purposes which in no case shall be less than 80 years.

13. CHANGES IN THE PRIVACY POLICY. Any substantial change in the Handling policies shall be duly communicated to Data Subjects via publication on our web sites.

14. EXISTING LEGISLATION. Existing national legislation regarding personal data protection is contained in Law 1581 of 2012, Decree 1377 of 2013 and Law 1266 of 2008 and the rules that amend or supplement them.