



## Privacy Policy

SOFTCACAO S.A.S. DE C.V., better known as SOFTCACAO, located in Miguel Laurent 15 Bis, 4th floor, Despacho 404, Del Valle, Mexico City, Benito Juárez, p.c. 03200, in the country of Mexico, and with the web portal <https://www.softcacao.com>, is responsible for the use and protection of your personal data, and in this regard we inform you of the following:

### **For what purposes will we use your personal data?**

Personal data that we collect from you will be used for the following purposes that are necessary to provide the services that you request:

- Student registration to our courses

Additionally, we will use your personal information for the following secondary purposes that **are not necessary** to provide the service that you requested, but that allow and facilitate us to provide you with a better service:

- Distribution of articles of interest
- Evaluations of the quality of our services
- Bulletins of new services
- Marketing or advertisements

If you do not want your personal data to be used for these secondary purposes, from this moment, you may communicate the above to us through the following mechanism:

[arco@softcacao.com](mailto:arco@softcacao.com)

Your refusal to allow use of your personal data for these purposes shall not be a reason for us to deny you our services or products that you request or hire with us.

### **Which kind of personal data will we use for these purposes?**

To carry out the purposes described in this privacy policy, we will use the following personal data:

- Name
- Registro Federal de Contribuyentes(RFC)
- Clave única de Registro de Población (CURP)

- Address
- Home phone number
- Cell phone number
- E-mail
- Credit card numbers

### **How can you access, rectify, cancel or object to the use of your personal data?**

You have the right to know what personal data we collect from you, for what purposes it is used, and the conditions of use we give them (Access). It is also your right to request the correction of your personal information if it is outdated, inaccurate or incomplete (Rectification); to have us remove it from our records or databases when you believe that it is not being used properly (Cancellation); as well as to object to the use of your personal data for specific purposes (Opposition). These rights are known as ARCO rights.

To exercise any of the ARCO rights, you must submit the respective request through the following means:

[arco@softcacao.com](mailto:arco@softcacao.com)

To learn about the procedure and requirements for the exercise of ARCO rights, we offer you the following means:

[arco@softcacao.com](mailto:arco@softcacao.com)

The contact details of the person or department of personal data, which is in charge of processing ARCO rights requests, are as follows:

a) Name of the person or department in charge of personal data: Personal Data Department

b) Address: Miguel Laurent 15 Bis, 4th floor, Despacho 404, Del Valle, Mexico City, Benito Juárez, p.c. 03200, Mexico.

### **You may revoke your consent for the use of your personal data**

You may revoke any consent you may have given us for the processing of your personal data. However, it is important to note that not in all cases will we be able to respond to your request or terminate the use immediately, as we may be required by law to continue processing your personal data. You should also consider that for certain purposes, the revocation of your consent will mean that we will no longer be able to

provide you with the service you requested, or the termination of your relationship with us.

To revoke your consent you must submit your request through the following means:

arco@softcacao.com

To learn about the procedure and requirements for the revocation of consent, we offer you the following means:

arco@softcacao.com

### **How can you limit the use or disclosure of your personal information?**

In order for you to limit the use and disclosure of your personal information, we offer you the following means:

arco@softcacao.com

### **Use of tracking technologies on our website**

We inform you that on our website we use cookies, web beacons or other technologies, that make it possible for us to monitor your behavior as an Internet user, as well as to provide you with a better service and experience when browsing our website. The personal data we collect through these technologies will be used for the following purposes:

- User experience

The personal data we obtain from these tracking technologies are as follows:

- Region in which the user is located
- Type of browser used
- Date and time of the beginning and end of an user's session

### **How can you find out about changes to this privacy policy?**

This privacy policy may be modified, changed or updated as a result of new legal requirements; our own needs for the products or services we offer; our privacy practices; changes in our business model, or for other reasons.

We commit to keep you informed about the changes that this privacy notice may undergo through our website.

The procedure through which notifications of changes or updates to this privacy notice will be carried out is as follows:

- Website

Last update: 05/21/2020