

This privacy Notice establishes the terms and conditions under which the Fundación Vive con Bienestar, NIT 900819453-4 in compliance with Law 1581 of 2012, its regulatory decrees and other concordant norms, will carry out the processing of your personal data

1. Responsible for Treatment

Fundación Vive con Bienestar is located in Manizales, with the address Calle 48 No 26-36 Piso 1, Manizales, Caldas.

Email: info@bive.co

Telephone: +57 (6) 8855300

2. Treatment and Purpose

Personal Data provided will be processed for the following purposes:

- Analysis of profiles, trends and business preferences, prospecting of commercial needs, behavior and market segmentation; management of customer loyalty
- Contact and offer of goods and services and sending information on promotions, events, contests and loyalty campaigns, raffles and games of the Person Responsible for Processing and /or its strategic partners.
- Issuing and receiving payments, purchase orders, order notes and other documents supporting a transaction.
- Sending of orders and provision of contracted services; processes of evaluation and qualification of the quality of the product or service provided; satisfaction surveys and reception and processing of requests for quality guarantees for products or services.
- Advising and assessment for the use of products and services of the Responsible or its strategic allies and assistance for decision making.
- Billing management
- Transportation of merchandise
- Creation and administration of users and passwords for the registration in the webpage and to the different applications, technological and computing equipment of the Person Responsible for Processing.
- Transmission and Transfer of contact data to the Person Responsible for Processing, Contractors and Suppliers and/or strategic allies, to handle the personal data of the Owner for the purposes indicated in this Privacy Policy

3. Rights of the Personal Data Holder

Natural Persons whose Personal Data is subject to processing by the Foundation have the following rights which they can exercise at any time:

- Get to know, update and rectify their personal data in front of those Responsible for Processing or the Person In Charge of Processing. This right may be exercised, among others against partial data, inaccurate, incomplete, fractioned, that lead to error, or those whose Processing is expressly prohibited or not authorized.

- Request proof of the authorization granted to the Responsible for the Processing except when expressly excepted as a requirement for the Treatment, in accordance with the provisions of Article 10 of Law 1581 of 2012.
- To be informed by the Person Responsible for Processing or the Person in Charge of Processing, upon request, regarding the use of your personal data.
- Submit to the Superintendency of Industry and Commerce complaints of infractions to the provisions of Law 1581 of 2012 and other regulations that modify add or complement.
- Revoke the authorization and / or request the deletion of the data when the Processing does not respect the principles, rights and constitutional and legal guarantees. The revocation and / or suppression will proceed when the Superintendence of Industry and Commerce has determined that the Processing by the Responsible or Person in charge has incurred in conducts contrary to the Law 1581 of 2012 and to the constitution.
- Access free of charge to personal data that have been subject to Processing: (i) at least once each calendar month, and (ii) whenever there are substantial modifications to the Information Processing Policies that motivate new consultations.

4. Ways to Get to Know the Personal Data Protection Policy and Exercise the Rights of Data Protection

We invite you to get to know the Policy of Protection of Personal Data of the Foundation which can be found at www.bive.co. In the case that additional information is required contact the Processing Manager by email at info@bive.co or directly at the office located at Calle 48 No 26-36 Piso 1, Manizales, Caldas.

