

MarkLovers SAS.

Privacy Policy of the Site.

Access to the website www.marklovers.com implies acceptance of the privacy policy detailed below (the "Privacy Policy"). All persons who access the Site (the "Users") must read this Privacy Policy carefully and in full, as it is intended to inform Users about the processing of their personal data carried out by MarkLovers SAS.

("MARKLOVERS"). All data collected or to which **MARKLOVERS** has access within the scope of interaction with and/or visits to the Site will be processed in accordance with the laws in force in the Republic of Colombia and this Privacy Policy. By accessing the Site, Users give their consent, pursuant to Law 1581 of 2012, for their data to be collected and processed as detailed herein. **ANY USER WHO DOES NOT ACCEPT THIS PRIVACY POLICY, WHICH IS MANDATORY AND BINDING, MUST REFRAIN FROM USING THE SITE AND FROM PROVIDING THEIR PERSONAL DATA IN THE AVAILABLE FORMS.** Users affirm that they are fully capable and competent to accept this Privacy Policy and to enter into legally binding agreements in accordance with the laws in force in the Republic of Colombia. ****Collection of Personal Data:**** Through the Site, **MARKLOVERS** collects only the Personal Data of those Users who voluntarily choose to provide their information. Personal Data means any information relating to Users that allows their identification, whether directly or indirectly (the "Personal Data"). For example, the Site includes a "Contact" section through which Users may send their inquiries or comments to **MARKLOVERS**. For this purpose, Users must provide at least the following Personal Data: first name, last name, position, email address, phone number, and subject/message. Users undertake to provide true and accurate information at all times and to keep it updated. Otherwise, the services offered through the Site and the possibility of being contacted by **MARKLOVERS** may be affected. Users shall be solely responsible for any false or inaccurate statements they make and for any damages they may cause to **MARKLOVERS** or third parties. Additionally, **MARKLOVERS** may monitor Users' traffic and activity on the Site, such as the page from which they access the Site and where they go afterward, their dynamic or static IP address, the browser used, views, interactions, and any other activity on the Site (such data may be collected through the use of cookies, web beacons, pixels, canvas fingerprinting, and/or similar technologies). All Personal Data mentioned in the preceding paragraph will be used by **MARKLOVERS** to: (i) contact Users who have requested it through the "Contact" form; (ii) send information or messages by email about **MARKLOVERS'** products and services, display advertising, promotions, or banners of interest to Users; and (iii) analyze trends, behavior, habits, and interests of Users in order to improve the Site and enhance its functionalities. Users consent to these purposes and, in particular, authorize **MARKLOVERS** to use their Personal Data to send communications and advertising materials (such as newsletters, brochures, and emails) regarding updates to the Site and/or the activities, products, and services of **MARKLOVERS** and/or third parties that, at **MARKLOVERS'** sole discretion, may be of interest to Users.

Users are hereby informed that they may request, at any time, the suspension of such communications. Personal Data obtained through the Site may be accessed at any time in accordance with the Law. **MARKLOVERS** adopts the necessary technical and organizational measures to ensure the security and confidentiality of Personal Data in order to prevent its alteration, loss, unauthorized access, or processing. However, due to the nature of the Internet, even the most advanced measures are not infallible, and therefore Users understand and accept that **MARKLOVERS** cannot guarantee the absolute security of the information. ****Transfer of Personal Data:**** **MARKLOVERS** may transfer Personal Data to third parties for purposes of storage and processing, as well as for the compliance, development, and/or operation of the Site, all in accordance with the terms of Law 1581. Users consent that Personal Data may be hosted on third-party servers, which may be located abroad, including in countries that, in some cases, may not have legislation or levels of protection deemed adequate under Law 25,326 or any future replacement thereof. Users expressly consent to the international transfer of their Personal Data to such countries. Users understand and accept that their Personal Data may also be disclosed to third parties under the following circumstances: (i) when there is a legal obligation to do so, (ii) pursuant to the exceptions set forth in Law 1581 or based on a legitimate interest of **MARKLOVERS**, and (iii) pursuant to an order issued by a competent judicial or administrative authority. ****Rights of Access, Rectification, Update, and Deletion:**** Users may request the rectification, updating, and, where applicable, deletion of their Personal Data in accordance with Law 1581. To exercise these rights, Users must send a communication to **MARKLOVERS** at info@marklovers.com. This Privacy Policy may be subject to modifications and/or updates at the sole discretion of **MARKLOVERS**. The Site may contain links or hyperlinks to third-party websites. By accessing such links, the User understands that responsibility for the services or content on third-party websites lies exclusively with their respective owners. Under no circumstances shall **MARKLOVERS** be responsible for the content of such sites, the processing of Personal Data carried out by their operators, or the terms of their privacy policies. This Privacy Policy shall be governed by the laws in force in the Republic of Colombia. Any conflict or dispute arising from the existence, validity, content, interpretation, scope, or any other aspect related to this Privacy Policy shall be submitted to the courts of the city of Bogotá, waiving any other jurisdiction or venue. Finally, Users are informed that the Superintendence of Industry and Commerce, through its Delegation for the Protection of Personal Data, will oversee compliance to ensure that, in the processing of personal data, the principles, rights, guarantees, and procedures provided in Law 1581 are respected. For inquiries regarding this Privacy Policy or any matter related to the processing of Personal Data, Users may send an email to info@marklovers.com.