

PRIVACY POLICY FOR STUDENTS, ASSOCIATES AND THE GENERAL PUBLIC

1. General provisions:

The purpose of this policy is to facilitate and communicate to students, associates and the general public (Internet users interested in the products, services and content of ADEX and ISTECEX), the conditions of processing of personal data collected by THE ASSOCIATION OF EXPORTERS (hereinafter ADEX), with Taxpayer Identification N° 20100365341 and its educational entity THE PRIVATE HIGHER EDUCATION INSTITUTE OF FOREIGN TRADE, with Taxpayer Identification 20117489371 (hereinafter, ISTECEX) and both with address at Av. Javier Prado Este N° 2875, San Borja, Lima, Peru, as owner of the databases described below.

This policy applies to all information entered and visited through the following websites:

ISTECEX	ADEX
www.instituto.adex.pe	https://adexformularios.adexperu.org.pe/
www.talleres.adex.edu.pe	https://productos.adexperu.org.pe/
www.examen.adex.edu.pe	https://expoalimentariaperu.com/
www.alumnos.adex.edu.pe	https://marketplace.adexperu.org.pe/form/index
www.instituto.adex.pe/inscripcion	https://www.b2peru.pe/es
www.instituto.adex.pe/whatsapp	https://www.adexdatatrade.com/
www.adex.edu.pe	https://eventos.adexperu.org.pe/
adexescuela.pe	https://www.adexperu.org.pe/
http://adexday.com/	https://www.cien.adexperu.org.pe/
https://adexexpress.edu.pe/	https://diagnosticocompetitividadexportadora.adexperu.org.pe/
	http://sistemacotizacionesea.adexperu.org.pe/
	http://postulacionconsultor.adexperu.org.pe/

(hereinafter, the “Website”), as well as any other physical or virtual channel through which ADEX and ISTECEX collect your personal information as a student, member, or member of the general public.

This policy, authorizations, and procedures are developed in compliance with Law N° 29733, its Regulations, and any amending or supplementary regulations.

2. Acceptance of conditions for the personal data processing

In accordance with current regulations, by checking the box to accept this privacy policy, you understand and agree that your data will be processed under the terms of this policy.

Therefore, when you register, create an account with ADEX and ISTECEX, or enroll in our educational programs, ADEX and ISTECEX may collect, record, organize, store, retain, process, modify, extract, consult, use, block, delete, communicate by transfer or dissemination, or otherwise process your personal data in any way that facilitates access, correlation, or interconnection; and, in general, use and process your personal data under the conditions described below.

3. Purposes for which we will process your personal details:

ADEX and ISTECEX will register your personal data in their databases “Students” (RNPDP-5069), “Participants in events or fairs” (RNPDP-6435), and “Adex members” (RNPDP-13615), respectively, for an indeterminate term or until you decide to revoke your authorization.

- a) Sending information and advertising related to educational offerings and other products and services provided by ADEX - ISTECEX.
- b) Profiling and collecting data from publicly accessible sources to carry out ADEX - ISTECEX's marketing strategy.
- c) Offering products and/or services, promotions, or educational opportunities from ADEX - ISTECEX, as well as invitations to events in which you may be interested.
- d) Please note that information and advertising may be sent via email, telephone, WhatsApp, SMS, or any other means of communication.

4. Additional Purposes:

When we expressly ask you, you may grant or deny your consent for ADEX and ISTECEX to process your personal data for marketing and advertising purposes, for an indeterminate term or until you decide to revoke your authorization.

These actions include:

Profiling and data collection from publicly accessible sources to carry out ADEX and ISTECEX's marketing strategy.

Sending information and advertising related to the products and services offered by ADEX and ISTECEX.

Offering products and/or services, events, or educational opportunities from ADEX and ISTECEX that may be of interest to students, members, and the general public.

Please note that information and advertising may be sent via email, WhatsApp, telephone, text message, or any other means of communication. If you grant this authorization, your personal data will be stored in their databases “Students” (RNPDP-5069), “Participants of events or fairs” (RNPDP-6435), and “Adex associates” (RNPDP-13615), respectively, for an indeterminate term or until you decide to revoke your authorization.

If you do not consent to marketing and advertising activities, ADEX and ISTECEX will refrain from processing your data for these purposes.

5. National and International Transfers

The User understands and accepts that ADEX and ISTECEX may process their personal data directly or through third-party data processors, who may be located within or outside of Peru. In the latter case, the User understands that their data will be subject to cross-border transfers and that ADEX and ISTECEX are obligated to keep it confidential and secure.

The processing of personal data by third parties is necessary for the purposes described above. The list of third parties who may process your information on behalf of ADEX and ISTECEX, or who may receive your data, can be found on the ADEX website: <https://www.adexperu.org.pe/flyer/proveedores.pdf>

6. Cookies, IPS and Hiperlinks –

The user understands that this website uses cookies and IP tracking to collect data for statistical purposes, such as: date of first visit, number of visits, date of last visit, referring URL and domain, browser used, and screen resolution. Users can disable and/or delete these cookies by following their internet browser's instructions or by using the cookie banner options on this site, leaving only necessary and functional cookies active.

ADEX AND ISTECEX does not use spamming techniques and will only process data presented by the user through the electronic forms on this website or via email.

This site may contain links to websites that ADEX AND ISTECEX does not own, control, or maintain. We are not responsible for their privacy policies or practices and do not represent or warrant the privacy policies of those websites. Similarly, we are not responsible for the policies or practices of any site from which you linked to our site. We recommend that you check the privacy policy of the other websites and contact the operator if you have any questions or concerns.

7. Security

ADEX AND ISTECEX guarantee the maintenance of confidentiality and the secure processing of personal data, including the safeguarding of personal data transfers. For it, they have implemented appropriate security processes and mechanisms to protect information in accordance with regulations on the Protection of Personal Data, in order to prevent the loss, misuse, alteration, unauthorized access, and theft of the data provided by the user.

8. ADEX data processing

The user declares that they are aware of their rights under the legislation on personal data and, in this sense, acknowledges that they can exercise the rights of information, access, updating, inclusion, rectification, deletion and opposition regarding their personal data, by sending a communication to the email: equipomarketing@adexperu.edu.pe, for which you must attach a copy of your ID and explain your request with the subject: "Personal Data Protection Rights".

9. Modification of this privacy policy

ADEX and ISTECEX reserve the right to modify this policy at any time, adapting to industry practices or new services, while respecting current legal provisions.