

PRIVACY POLICY AND THE PROCESSING OF PERSONAL AND SENSITIVE DATA

PURPOSE OF DATA PROCESSING

This personal and sensitive data processing policy aims to inform and request prior acceptance from the data subjects whose data is to be collected and used, so they are aware of and authorize its implementation.

PRELIMINARY DEFINITIONS

For full understanding, personal data is defined as any information linked or that can be linked to a specific natural person or that may allow their identification. Authorization is understood as the prior, express, and fully informed consent given by the data subject for the processing of their personal data. Data processing refers to any operation or set of operations carried out on personal data, including collection, storage, use, circulation, or deletion.

GOVERNING PRINCIPLES

The processing of personal data is governed by the following principles:

- **Legality:** Since it is an activity regulated primarily by Law 1581 of 2012 and other applicable provisions;

- Purpose: The processing must be aligned with constitutional and legal purposes;
- Freedom: Prior, express, and fully informed consent is required for data processing;
- Truthfulness: The data used must be truthful, complete, accurate, up-to-date, verifiable or at least capable of being verified;
- Transparency: The data subject may obtain full information about their data at any time;
- Restricted access and circulation: The boundaries of data processing are defined by the Constitution; the data subject is the only one who may authorize its use;
- Security: The information provided is protected with high-quality security systems to prevent unauthorized access;
- Confidentiality: All individuals involved in data processing are obligated to safeguard the data and uphold confidentiality even after the data's intended use has ended.

SENSITIVE DATA

Due to contractual purposes, sensitive data may also be processed. This includes data that affects the privacy of the data subject and which, if misused, could cause harm—such as ethnicity, health conditions, biometric data, sexual life, or similar. Processing this type of data requires explicit authorization and will be used for historical, statistical, and scientific purposes, as well as to promote the well-being of the data subjects and adjust relevant plans accordingly.

RIGHTS OF DATA SUBJECTS

Data subjects have the right to know, update, and rectify their personal data in relation to the parties responsible for or in charge of processing it. These parties are defined as the natural or legal persons, whether public or private, who individually or jointly carry out the processing or decide on the database and/or the data processing. Data subjects also have the right to:

- Request proof of the authorization granted;
- Be informed, upon request, about the use of their personal data;
- File complaints with the relevant authority for violations regarding the use of their data, in contradiction to this policy or existing constitutional norms, whether present or future;
- Revoke the authorization or request deletion of their data, provided that the processing does not comply with the stated principles, rights, and guarantees, and if such a decision has been made by the competent authority;
- Access their data free of charge.

DATA PROVIDED AND MEANS OF PROVISION

Information may be provided through any medium, including electronic means, as long as it is easy to read and understand for the requesting party, with no technical barriers that prevent access, and provided that its disclosure has been requested.

how 2 medical commits to protecting the privacy of both personal and sensitive data of users accessing its intermediation services. The data collected includes:

- Identification data: Full name, identification number, physical address, email address, mobile and landline numbers (if applicable);
- Health data: Medical history, diagnosis, required treatment information, medical and/or psychological recommendations, allergies, irritations, and any other data necessary for providing intermediation services;
- Financial data: Information related to payments, billing, and credit history.

DATA SHARING WITH THIRD PARTIES

To fulfill the purposes of this data processing policy, how 2 medical may share personal and sensitive data with third parties such as medical and healthcare providers, logistical service providers (e.g., transportation and accommodation), financial institutions, and payment service providers, if necessary for financial management. These third parties are also committed to safeguarding the data, using it only with full authorization, and refraining from exploiting or harming the data subjects through any action or omission involving said data and its use.

USE OF THE DATA SUBJECT'S IMAGE

The publication of user data such as recordings and photos of service delivery, the spaces in which such services take place, testimonials, ratings, and opinions about the services provided, including voice recordings, may be used for statistical and advertising purposes. Users will be informed in advance of the use of any file that includes their personal information or image, and specific consent will be reconfirmed at the time it is required. This does not include any information contained in the users' sensitive data.

PROCESSING DATA OF SPECIALLY PROTECTED INDIVIDUALS

Regarding data from minors and individuals with disabilities, the necessary personal and sensitive data will be requested from their legal representative—be it a parent, guardian, designated support person, or any individual who claims to hold such responsibility. Recordings, photos, conversations, testimonials, and any other data directly or indirectly related to these protected individuals will be used entirely for statistical purposes. However, if how 2 medical requires such data for advertising purposes, express authorization will be requested from their representative, informing them of the specific location, timing, and manner in which the data will be used. In no case will sensitive data be included in advertising materials.

CONTACT

To resolve any inquiries, exercise your rights, or receive additional information regarding this Privacy and Data Processing Policy, you may contact how 2 medical through the following channels:

Email: legal@how2medical.com

Phone: +57 300 734 06 22

