

# Comprehensive Privacy Notice

## Mexico City Campus

### (EXCHANGE STUDENTS -SIGNATURE VERSION)

Centros Culturales de México, A.C., owner of the Universidad Panamericana (hereinafter "UP"), domiciled at Augusto Rodin 498, Colonia Insurgentes Mixcoac, código postal 03910, delegación Benito Juárez en la ciudad de México, is responsible for the use and protection of your personal data and in this regard informs you the following:

#### **Email address where you can contact our privacy leader**

**lalvarez@up.edu.mx**

For everything related to the treatment and protection of your personal data, you may contact our privacy leader by sending an email to the following address: xx\_derechosarco@up.edu.mx

#### **Purposes for which we will use your personal data**

Your personal information will be used for the following main purposes, which are necessary in connection with the educational services we provide:

- Validate your information and documentation.
- To enroll to the Mexico UP, matriculate you in our systems, integrate your academic record, and issue your student card.
- Provide you with the information and educational services that offers UP Mexico, according to the academic program you enrolled, as well as to contact you regarding to the administrative procedures related to your studies.
- Take control of vehicular access.
- Invite you, and where appropriate, register you to take part in extracurricular activities in order to contribute to your comprehensive training.
- Contact you regarding to academic, cultural, sporting or religious activities where you are engaged, you have participated or should you be interested in participating.
- Provide material for academic and extracurricular activities.
- Receive you payments, issue proof of payment, account statements, as well as to document and perform collection in case of debit. This also may be done with those people who take charge of the costs of the services we provide you.
- Bring you academic support with technological tools.
- Create a directory of students.
- Know your profile to develop teaching strategies, provide advice, and take control of them.
- Provide psychological support.
- Track your academic progress.
- Manage requests for scholarships or funding.
- Conduct administrative and school services procedures.
- Perform, register, and review your academic evaluations.
- Store and prepare control of your grades and academic record.

- Prepare and file your medical history to prevent contingencies and provide you support if you have special health care needs, as well as providing you medical care.
- Performing your professional practices.
- Perform administrative procedures related to your studies, equivalence and revalidation of studies, community service, certification and issuance of professional licenses, internally and before the educational authorities.
- Send you internal communications on developments of University life.
- Perform procedures and formalities related to insurances.
- Know and address your questions, comments and suggestions regarding curricular and extracurricular activities offered by the Mexico UP.
- Carry out a socioeconomic study for purposes of scholarship or funding.
- Support you in obtaining accommodation.
- Invite you and, where appropriate, enroll you in academic exchange programs as well as providing you with school and administrative tracking of your participation in such programs.
- Video surveillance, for security reasons.
- Comply with applicable regulations and requirements of authorities based on a law.

In addition, your personal information will be used for the following secondary purposes:

- Contact to persons you have listed as a reference in case of emergency.
- Send congratulations on your birthday or achievements.
- Send you promotional information about our academic and cultural offer.
- Disclose your image and name, as well as where provided, academic and labor data for promotional and statistical purposes of Mexico UP.
- Ask for your collaboration in the elaboration of rankings, accreditations, and promotional items from Mexico UP.
- Support you in order to obtain a job or to change to a new one.
- Carry out surveys and to obtain your feedback to improve our services.

If you don't want that your personal data be treated for the designated secondary purposes, you can refuse your consent from this moment by sending an email to our privacy leader, specifying the secondary purposes for which you do not want us to use your personal data.

Your refusal in this sense is not reason to fail to provide other services.

### **Personal data that will be collected**

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

- Identification and contact.
- Labor data.
- Academic data.
- Financial and asset data.
- Personal data considered as sensitive: religion, health, disabilities and indigenous language. These last two types of sensitive data are collected to meet the requirements of the SEP (Mexico's Secretariat of Public Education), delivering them in a dissociated way for statistical purposes.

We hereby inform you that we will integrate the personal data collected from you during the admission process into your academic record.

### **Transfer of your personal data**

Your personal data may be transferred to the following individuals or companies, in which cases we do not require you to give us consent:

- Insurance companies with which we have a contract executed or to be celebrated, in order to bring you insurance benefits.
- Companies or academic institutions with which we have a signed contract or we will sign one in the near future, to give you academic or economic benefits in relation to your studies.
- Foreign universities, for the purpose of academic exchanges, with which we have a signed contract or will be celebrated to offer this benefit.
- Families enrolled in the Housing program, to help you find accommodation.
- Authorities who should transfer data pursuant on any law, in order to comply with the corresponding regulations.
- Communities of system UP-IPADE for make you invitations, promotions, or fundraising.

Also, your personal data (which are not financial, patrimonial or sensitive) may be transferred to the following individuals or companies, in which case we do require granting us your consent:

- Academic or non-academic institutions that have issued certificates, diplomas and other qualifications to you, to validate this information.
- To the audience at extracurricular events in which you could participate, to identify you and contact you, as well as to companies and institutions who wish to contact you to invite you to events or academic, cultural, sporting or religious activities.
- Recruiting companies to help you find a job or to change to a new one.
- Institutions that organize sports activities, to enlist you in tournaments within our representative selections.

You can express your rejection to transfers for which we require your consent, by sending an email to our privacy leader. If you don't do it, we will understand that you have given us your consent.

### **Security measures to protect your personal information**

Your personal information will be protected under strict confidentiality, and to reasonably prevent its use or improper disclosure, we have implemented physical, technical and administrative security measures in accordance with the applicable regulations. In particular, we have a privacy leader in each one of the Universidad Panamericana campuses and a privacy officer of UP-IPADE system, a privacy policy, training for our employees, restricted access to personal information only to authorized users, an inventory of personal data (duly classified by data categories) and treatment systems, risk analysis and contract clauses.

### **ARCO rights and revocation of your consent**

Under the terms permitted by the applicable regulations, it is your right to know which of your personal data we have, how do we use it, and the conditions of use we give it (**A**ccess). Further, it is your right to request any correction of your personal information if it is outdated,

inaccurate or incomplete (**R**ectification); to ask us to remove it from our records or databases when you consider that it is not being used in accordance with the provisions provided in the applicable regulations (**C**ancellation); and also to be opposed to the use of your personal information for specific purposes (**O**pposition). These rights are known as ARCO rights.

In addition, you have the right to revoke at any time the consent you have been granted us for the treatment of your personal data, unless it is not appropriate in terms of the applicable regulations, which we would let you know in our response to your request for revocation.

To learn the procedure, requirements, and deadlines for exercising the ARCO rights, as well as your right of revocation, please get in contact with our privacy leader of Mexico UP, to the indicated email address. If you wish to exert one or more of these rights, you should submit the corresponding application to our privacy leader via email, who will process it and will answer to any comments, questions, or complaints you may have regarding the treatment of your personal information.

Our privacy leader will ensure at all times the protection of your personal information in compliance with the applicable regulations. Further, please note that the Federal Institute of Access to Information and Data Protection is the responsible authority for monitoring the enforcement of the legal provisions on protection of personal data.

#### **Ways that can limit the use or disclosure of personal information**

In addition to the procedure referred to in the immediately preceding section, you can limit the use or disclosure of your personal information, by sending an email to our privacy leader to the address above, requesting your registration into the "Advertising Exclusion List", in order to ensure that your information will not be used for marketing or advertising purposes.

#### **Amendments to the privacy notice**

UP Mexico may modify or update this privacy notice, informing you about any amendment or update through our website [www.up.edu.mx](http://www.up.edu.mx)

#### **Consent**

I hereby give my consent so that my personal data is processed in accordance with the terms of this privacy notice.

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Full name and signature

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Full name and signature of parent or guardian  
**(In the case of minors)**