

## Chile Babies Privacy Policy

Last updated: March 15, 2023

This Personal Data Processing and Privacy Policy (hereinafter referred to as the "Policy") applies to all information that Chile Babies and/or its affiliates, including all persons in the same group as Chile Babies, may obtain while using any of Chile Babies' websites, services, programs, and products.

Chile Babies controls and ensures the processing of personal data in strict compliance with the principles and legislation relating to the protection of personal data, particularly the provisions of Regulation (EU) 2016/679 of the European Parliament and of the Council of the European Union on the protection of natural persons with regard to the processing of personal data and on the free circulation of such data, dated April 27, 2016, and Law of the Republic of Chile No. 19628 "Protection of Privacy" dated August 18, 1999.

The content of the website <https://chilebabies.com/> is the exclusive property of Chile Babies.

**The use of the services implies the user's unconditional acceptance of this Policy and the terms and conditions for the processing of their personal data contained therein. In case of disagreement with these terms and conditions, the user must refrain from using the services.**

### 1. Objectives

1.1. Chile Babies' main objective and condition of its activity is the respect of human and civil rights and liberties in the processing of personal data, including the protection of the right to privacy, personal and family secrecy.

1.2. This Chile Babies Policy on the processing of personal data (hereinafter referred to as the "Policy") applies to all information that Chile Babies may obtain about visitors to the website <https://chilebabies.com/>.

## **2. Basic Concepts**

2.1. Automated processing of personal data: Processing of personal data by means of computer equipment.

2.2. Blocking of personal data: Temporary suspension of the processing of personal data.

2.3. Website: A set of graphic and informational materials, as well as computer programs and databases, ensuring their availability on the Internet at the network address <https://chilebabies.com/>.

2.4. Personal data information system: A set of personal data contained in databases and information technologies and technical means ensuring their processing.

2.5. Depersonalization of personal data: Actions resulting in it being impossible to determine, without additional information, whether personal data belongs to a particular user or other subject of personal data.

2.6. Processing of personal data: Any action (operation) or set of actions (operations) performed with or without the use of automated means with personal data, including collection, recording, systematization, accumulation, storage, elaboration (updating, modification), extraction, use, communication (distribution, provision, access), depersonalization, blocking, deletion, destruction of personal data.

2.7. Chile Babies: A website that independently processes personal data, as well as determining the purposes of personal data processing, the composition of personal data subject to processing, actions (operations) performed with personal data.

2.8. Personal data: Any information directly or indirectly related to a specific or identifiable user of the website <https://chilebabies.com/>.

2.9. User: Any visitor to the website <https://chilebabies.com/>.

2.10. Cross-border transfer of personal data: The transfer of data to a foreign natural or legal person or to a public authority.

2.11. Disclosure of personal data: An action aimed at disclosing personal data to a specific person or a specific group of persons.

### **3. Chile Babies Can Process the Following Personal Data of the User**

3.1. Name, first name, patronymic.

3.2. E-mail address.

3.3. Telephone numbers.

3.4. The site also collects and processes anonymous visitor data (including cookies) using Internet statistics services (Yandex. Metrica, Google Analytics, and others).

3.5. The aforementioned data are hereinafter referred to in the text of the Policy as personal data.

#### **4. Purposes of Processing Personal Data**

4.1. The purpose of processing the User's personal data is to inform the User by sending e-mails, and to conclude, execute, and terminate civil law contracts.

4.2. Chile Babies is also entitled to send the User notifications about new products and services, special offers, and various events. The User may at any time opt out of receiving these informative communications by sending an email to Chile Babies with the subject "Opt-out of notifications of new products, services and special offers."

4.3. The anonymous data of the users, collected by means of Internet statistical services, are used to gather information about the activities of the users on the website in order to improve the quality of the website and its content.

#### **5. Legal Basis for the Processing of Personal Data**

5.1. Chile Babies processes the User's personal data only if it is filled in and/or sent by the User through special forms located on the website <https://chilebabies.com/>. By filling in the relevant forms and/or sending their personal data to Chile Babies, the User expresses their consent to this Policy.

5.2. Chile Babies processes anonymous data about the User if this is allowed in the User's browser settings (cookies and JavaScript technology enabled).

#### **6. Procedures for the Collection, Storage, Transfer, and Other Types of Processing of Personal Data**

The security of personal data processed by Chile Babies is guaranteed through the implementation of legal, organizational, and technical measures necessary to fully comply with the requirements of current legislation in the field of personal data protection.

6.1. Chile Babies guarantees the security of personal data and takes all possible measures to prevent unauthorized access to personal data.

6.2. The user's personal data will never be disclosed to third parties, except in cases related to the execution of applicable law.

6.3. If any inaccuracies are detected in the personal data, the User may update them independently by sending a message to Chile Babies with the subject "Personal Data Update."

6.4. The duration of the processing of personal data is unlimited. The User may revoke their consent to the processing of personal data at any time by sending a message with the subject "Withdrawal of consent to the processing of personal data."

## **7. Transnational Transfer of Personal Data**

7.1. Chile Babies is obligated to ensure that the foreign state, to whose territory the transfer of personal data is to be carried out, guarantees reliable protection of the rights of personal data subjects prior to the commencement of the cross-border transfer of personal data.

7.2. The cross-border transfer of personal data to the territory of foreign countries that do not meet the above requirements may be carried out only if the personal data subject consents in writing to the cross-border transfer of their personal data and/or if a contract to which the personal data subject is a party is executed.

## **8. Final Provisions**

8.1. The User may obtain any clarification on matters of interest regarding the processing of their personal data by contacting Chile Babies via e-mail.

8.2. This document will reflect any modification of Chile Babies' policy on the processing of personal data. The Policy is valid indefinitely until it is replaced by a new version.