

Privacy Notice
Fundación Universidad de las Américas, Puebla

Fundación Universidad de las Américas, Puebla (UDLAP) respectful of the fundamental right of every human being to privacy and obeying the Mexican legal framework, especially the **Ley Federal de Protección de Datos Personales en Posesión de Particulares** (Federal Law for the Protection of Personal Data in Possession of Third Parties), makes this Privacy Notice available.

UDLAP, in its relationship with students, employees, suppliers and third parties processes different types of personal data to exercise its rights and meet its obligations.

Objectives, processing by third parties and transference of personal data

UDLAP has within its social objective to impart, promote and foster higher education, scientific research and dissemination of culture in and outside Mexico. UDLAP gathers personal information that may include sensitive data for its operation, to meet its obligations, to exercise its rights and in general to provide educational, cultural, sport, recreational and diverse services to the university community, and in certain cases, to visitors, suppliers and third parties. The gathering and processing of personal data by UDLAP is subject to the Federal Law for the Protection of Personal Data in Possession of Third Parties and the UDLAP Policy of Personal Data Protection.

When you provide UDLAP with information through any means, you confirm that you agree to the terms of this Privacy Notice and the UDLAP Privacy Policy. If you should not agree with some of the terms of this Privacy Notice or the UDLAP Privacy Policy please do not provide any data. If you decide not to provide UDLAP with certain personal data, you accept the possibility of not having access to the facilities, activities or other UDLAP services.

UDLAP, in order to meet its objectives, as well as to provide services may be able to:

1. Provide personal data to third parties or suppliers that it has hired to process data, for accreditations and certifications, to carry out socioeconomic studies when scholarships are requested, so UDLAP can exert its rights and in order to offer any type of UDLAP services.
2. Transfer your personal data to other people, including, but not limited to, institutions and universities (i.e. for exchange programs), in which case UDLAP will only provide the personal data that is absolutely necessary for the specific service or activity that said people will carry out.

Third parties who receive personal data for processing or to whom personal data is transferred, will only receive those personal data that are necessary for their work.

In accordance with the transparency established in the **UDLAP Code of Ethics**, student grades and faculty evaluations are considered public for the university community, but may not be transferred or delivered to a third party unless it is for the ends established in this Privacy Notice.

Likewise, certain personal data, such as name, address, email and other contact information may be used by UDLAP so you can receive information regarding our services, cultural, sports and educational events, projects and raffles, among others.

Video, audio and photography

UDLAP records (audio and video) and takes photographs of its events, such as classes, conferences and sport, cultural, recreational and outreach events, among others. If you enter the UDLAP campus you accept that you may be recorded and/or photographed, agreeing that UDLAP may use, distribute or transmit the information for courses, classes and other activities according to what is established in paragraphs 21 and 23 of the UDLAP Policy of Intellectual Property.

Security Measures

In order to protect personal data that UDLAP receives, it has established security measures, both administrative, technical and physical, depending on what is more appropriate according to the personal data and their processing.

Means to exercise your access, rectification, cancellation or objection rights

If you would like to exercise your right to access, rectify, cancel or object to the personal data that is in UDLAP's possession, you may do so by presenting your application to the Personal Data Area at UDLAP, found in the Office of General Counsel with address in Ex-Hacienda Santa Catarina Mártir S/N, San Andrés Cholula, Puebla, C.P. 72810, México or via email to the following address: datospersonales@udlap.mx. The Office of the General Counsel will receive and process the owner's applications regarding their personal data in UDLAP's possession.

The applications to access, rectify, cancel or object must: (1) have your full name, (2) have the documents that certify your identity, and if such is the case, those of the legal representative who is acting in your behalf, (3) address or university email where UDLAP may respond to your request, (4) describe clearly and concisely the personal data requested in the application, and (5) any additional data or document that facilitate locating your personal data.

UDLAP will have 20 business days from the date the application to access, rectify, cancel or object is received to respond with the resolution. If the application proceeds, it will be effective within 15 business days from the date the answer was communicated. These terms may be extended only once and for the same length of time when the particular circumstances of the case merit it. The information will be released after proving your identity or that of your legal representative.

If you want to revoke the consent granted to UDLAP to process your personal data, you must inform it in writing to the UDLAP Personal Data Area.

Personal Data Area

The Personal Data Area at UDLAP is the Office of General Counsel, found at Ex-Hacienda Santa Catarina Mártir S/N, San Andrés Cholula, Puebla, C.P. 72810, México, and the email address datospersonales@udlap.mx.

Privacy Notice Changes

UDLAP reserves the right to modify its Privacy Policy and/or this Privacy Notice at its discretion. In case the Privacy Notice is modified, UDLAP will publish the new Privacy Policy in its website (www.udlap.mx), so we invite you to visit this section periodically in order to be informed of any changes. All changes to the Policy, unless it results from Mexican legal reform or a direct order from a relevant authority, will be notified in the university webpage thirty calendar days before the modifications take effect.

Fundación Universidad de las Américas, Puebla (UDLAP) Address

Ex-Hacienda Santa Catarina Mártir S/N, San Andrés Cholula, Puebla, C.P. 72810, México.

This Privacy Notice is in effect as of July 1, 2011.