

DATA PROTECTION POLICY

By accepting these Terms and Conditions, the User declares that he is of legal age, and that authorizes the treatment of his personal data, in accordance with the privacy notice of Proimágenes (hereinafter the “Privacy Notice”), the text of which is below. For such purposes, it is understood the User as “Owner”:

This privacy notice (hereinafter, the “Notice”) states the terms and the conditions under which Fondo Mixto de Promoción Cinematográfica “Proimágenes Colombia,” a civil corporation nonprofit legally incorporated under the laws of the Republic of Colombia, with domicile at Calle 35 No. 5-89 Bogota DC, phone N° 2870103 and email info@proimagenescolombia.com (hereinafter, “Proimágenes”), will perform the processing of personal data.

Mechanisms disposed for knowing the Information Treatment Policy:

The Owner may at any time access the information Treatment Policy of Proimágenes (hereinafter the “Policy”), accessing website www.proimagenescolombia.com in the tab entitled “Protección de Datos Personales”.

Treatment to which data shall be submitted, and purpose of the same:

Personal Data treated by Proimágenes correspond to its employees and persons connected with the activities that Proimágenes develops under its object, including, without limitation, those linked to the Fund for Cinematographic Development (hereinafter the “FDC”), the Fund Film Colombia (hereinafter the “FFC”), the Bogotá Audiovisual Market (hereinafter the “BAM”) or agreements in which is part Proimágenes. Treatment of Personal Data by Proimágenes, will aim: (1.1) comply internal processes for Proimágenes on quality management, management of suppliers and contractors; (1.2) to comply with the contracts signed by Proimágenes; (1.3) to develop all the activities undertaken by Proimágenes in connection with the administration and management of the FDC and the FFC; (1.4) in relation to their employees, to make labor payments, social security, fiscal contributions and those arising from the employment relationship with its employees, to report tax information, maintain in their databases information concerning the contact cases emergency and send press work, administrative or professional nature. Likewise, making calls to perform work and to develop selection processes; (1.5) send information to exhibitions,

workshops, festivals, markets, national or international, as well as players in the audiovisual sector; (1.6) send information to academic or institutional research purposes; (1.7) sending invitations to various events in the audiovisual sector; (1.8) send responses to requests, complaints or claims; (1.9) to manage the archiving process, updating protection systems and data curation and Proimágenes Databases; (1.10) managing all information necessary for the fulfillment of tax obligations and commercial, corporate and accounting records from Proimágenes; (1.11) to include information in catalogs guides or directories related to the audiovisual sector; (1.12) carry out the work of collection and administration of the quota for film development under Law 814 of 2003; (1.13) promote the updating, inclusion or deletion of the information in the databases of Proimágenes; (1.14) make delivery of the newsletters “Cine en Cifras”, “Pantalla Colombia” and “Location Colombia”, including its special deliveries; (1.15) place orders and payments to suppliers, and report tax information concerning purchases made to suppliers; (1.16) transmit data to third parties with whom there have entered into contracts for this purpose, for commercial purposes, administrative, marketing and / or operations, including but not limited to the issuance of ID cards, custom certificates and certificates to third parties, according with existing legislation; and (1.17) other purposes determined by Proimágenes in process of obtaining personal data for treatment and are communicated to the Owners at the time of collection of personal data.

Proimágenes treats personal data, directly or through the Data Processor under strict standards to ensure compliance with the policy and regulations. Personal Data may be collected by Proimágenes through specific forms submitted by the Owner or by any of its websites and/or technologic platforms (including but not limited to www.proimagenescolombia.com, www.locationcolombia.com, www.bogotamarket.com or www.convocatoriafdc.com), in the format or system designed for this purpose, along with the request for authorization. Proimágenes does not sell or rent their databases to third parties and undertakes all the necessary measures to maintain them with the privacy that is required, under restricted access with username and password and administrator.

Owner’s Rights: The rights conferred to the Owners of Personal Data consist in the following: (1.1) to refrain from answering questions about sensitive data. Responses that relate to sensitive data or children and adolescents data will be optional; (1.2) to easily and simply access to the personal data that is under treatment Proimágenes to

effectively exercise the rights that the law gives them way; (1.3) to free access to the personal data that have undergone treatment by Proimágenes; (1.4) to know the agency or the person authorized by Proimágenes to handle complaints, inquiries, complaints and any other request related to your Personal Data; (1.5) to know, update and rectify their personal data with Proimágenes (or with the data processors). This right may be exercised, among others against partial, inaccurate, incomplete, split data, misleading, or those whose treatment is prohibited or not authorized; (1.6) to know, prior and efficiently, modifications to the terms of this Policy, and / or to the new policy Treatment of information, when it is instead; (1.7) to present to the Superintendency of Industry and Commerce complaints for violations of the provisions of the current regulations for the Protection of Personal Data; (1.8) to revoke the authorization and/or request removal of Personal Data when the treatment does not respect the principles, rights and constitutional and legal guarantees. The revocation and/or deletion proceeds when the Superintendency of Industry and Commerce has determined that the treatment, from Proimágenes or the processor, have engaged in conduct contrary to law, or where there is no legal or contractual obligation to maintain the Data staff in the Database Proimágenes; (1.9) to be informed by Proimágenes or the processor, upon request, regarding the use that has given Personal Data; (1.10) to request proof of the authorization granted to Proimágenes unless expressly excepted as a requirement for the treatment, in accordance with the provisions of current regulations; and (1.11) to have easy access to the text of the Policy and any amendments thereto.

Definitions

The terms used in this Notice -capitalized singular or plural-, shall have the meaning given to them in the Policy or, in case of doubt, the meaning of the law or the applicable law may require.