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INFORMATION PROCESSING POLICY

The corporation Fondo Mixto de Promoción Cinematográfica 'Proimágenes Colombia', a non-profit entity, organized under the laws of the Republic of Colombia, domiciled in calle 35 N.º 5 – 89, Bogotá D.C., phone number (+57) 3108059040 and e-mail info@proimagenescolombia.com ('Proimágenes'), in compliance with law 1581 of 2012 y and decree 1074 de 2015, hereby presents this Information Processing Policy (the 'Policy') to all persons whose Personal Data are processed by Proimágenes (the 'Data Subjects').

Article 1. Purpose.

The goal of this Policy is to inform the Data Subjects of their rights, procedures and mechanisms provided by Proimágenes to make those rights effective, and to inform of the scope and purposes for which the Personal Data will be processed when the Data Subjects give their explicit, previous and informed Authorization to Proimágenes.

Artículo 2. Definitions.

The words or phrases used within this Policy with initial capital letters will have the meaning given to them here or, in case of doubt, the meaning provided under the applicable laws and regulations.

In accordance with the above, and for the reader's convenience, the glossary in the last chapter of this Policy includes the definitions of the main applicable legal concepts.

Article 3. Principles.

Proimágenes, performing its activities, will carry out different operations on the Data Subjects' Personal Data, directly or through Processors, always seeking compliance of the principles established in current regulations, including the principles of legality in relation to the Processing, purpose, veracity or quality of data, transparency, access, restriction of circulation, security and confidentiality.

Article 4. Processing and purpose.

A. Which Personal Data are processed by Proimágenes?


The Personal Data processed by Proimágenes (or the Processor) are those of its employees, contractors, beneficiaries and suppliers; interested citizens; and in general, persons connected with the activities Proimágenes carries out in accordance with its legal capacity and lines of action. Persons mentioned herein include, but are not limited to, those associated with:

- The promotion schemes or incentives in which Proimágenes intervenes.
- The Bogotá Audiovisual Market ('BAM') or other misional projects of the corporation.
- The processes connected with the agreements or conventions Proimágenes is a party of.
- Other projects or schemes aimed at promoting the audiovisual industry and/or the national territory as a production setting, or at the preservation of the Colombian cultural heritage of moving images.

B. With which purpose does Proimágenes process Personal Data?

The purpose of Personal Data Processing by Proimágenes is to:

1. Comply with internal procedures related to the quality management system and to the administration of suppliers and contractors.
2. Comply with service agreements, contracts, conventions and other contractual agreements executed by Proimágenes.

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3. Perform all activities carried out by Proimágenes in relation to the administration and management of promotion schemes and incentives, including the FDC, FFC and CINA System, among others.
4. Regarding its employees, to pay salaries, social security, contributions and make any other payments related to the employment relationship, report tax information, maintain in its Databases information about emergency contacts, and to send employment and administrative communications. Also to make job postings and conduct selection processes.
5. Send information about national or international exhibitions, workshops, festivals and/or markets, as well as to agents in the audiovisual sector.
6. Send statistical and anonymized information for research with academic or institutional purposes.
7. Send invitations to events, programs or projects of the audiovisual sector.
8. Respond to petitions, complaints or claims.
9. Manage the archiving process, and update the information protection and custody systems and Proimágenes Databases.
10. Manage all the information required to comply with tax regulations, commercial, corporate and accounting records of Proimágenes.
11. Include information in catalogs, guides or directories related to the audiovisual sector.
12. Carry out the collection and administration of the quota for film development under Law 814 of 2003.
13. Promote the updating, inclusion or deletion of the information contained in Proimágenes Databases.
14. Deliver newsletters, including but not limited to 'Cine en Cifras', 'Pantalla Colombia' and 'Location Colombia'.
15. Place orders and make payments to suppliers and report tax information regarding purchases.
16. Transmit or transfer data to third parties with whom contracts have been entered, for commercial, administrative, marketing and/or operational purposes, including but not limited to the issuance of cards, personalized certificates and certifications, in accordance with current legal provisions. Transfer to other countries is covered under article 9 if this Policy.
17. Any other purposes that Proimágenes determines in data collection processes that are communicated to the Data Subjects on or before the collection of Personal Data.

C. How does Proimágenes process Personal Data?

Proimágenes processes the Personal data directly or through a Processor, under strict standards that ensure compliance with this Policy and current regulations.

Personal Data may be collected by Proimágenes using specific formats given to the Data Subjects or through any of its websites or platforms (including but not limited to www.proimagenescolombia.com, www.locationcolombia.com, www.bogotamarket.com o www.convocatoriafdc.com), in the format or system designed for the collection, including the request for Authorization.

Proimágenes takes all necessary measures to maintain its Databases with the required privacy, under standards and parameters established in its internal procedure.

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Proimágenes processes Sensitive Data only when it is necessary to conduct its programs, open calls, promotion schemes or projects, according to their design and objectives, or to comply with its obligations. In any case, the Data Subject is not required to provide Sensitive Data and the answers to questions regarding Sensitive Data are optional.

Artículo 5. Rights of the Data Subject.


Under this Policy and current Personal Data protection regulations, in addition to any other right that is established by law or jurisprudence, the Data Subject has the right to:

1. Refrain from answering questions about Sensitive Data. Responses that relate to Sensitive Data or data of children and adolescents are optional.
2. Access in an easy and simple way the Personal Data that is under Processing by Proimágenes, to effectively exercise the rights that the law grants them.
3. Access free of charge to the Personal Data processed by Proimágenes.
4. To know the area or person authorized by Proimágenes to respond to petitions, complaints or claims, or any other petitions related to personal Data.
5. Know, update and rectify their Personal Data against Proimágenes (or against any Processors). This right can be exercised, among others, against partial, inaccurate, incomplete, fragmented, misleading data, or those whose Processing is expressly prohibited or has not been authorized.
6. Know in advance and in an efficient manner the changes to this Policy, and/or the new Information Processing Policy when applicable.
7. Submit complaints to the Superintendency of Industry and Commerce for violations of current regulations for the protection of Personal Data.
8. Revoke the Authorization and/or request the deletion of Personal Data when the Processing does not comply with constitutional and legal principles, rights and guarantees. The revocation and/or deletion proceeds when the Superintendency of Industry and Commerce determines that in the Processing, Proimágenes or the Processor, have incurred in conducts contrary to the law, or when there is no legal or contractual obligation to maintain the Personal Data in Proimágenes Databases.
9. Be informed by Proimágenes or the Processor, upon request, about the use that has been given to their Personal Data.
10. Request proof of the Authorization granted to Proimágenes, except when it is expressly excepted as a requirement for Processing in accordance with current regulations.
11. Have easy access to the text of this Policy and any of its modifications.

To exercise their rights, duly authorized Data Subjects must adhere to the procedures explained in article 7 of this Policy.

Article 6. Responsible area.

Proimágenes has established, in its operational design, that each internal area that has Databases under its responsibility designates an employee to carry out all activities related to Processing, who ensures its timely management, under confidentiality agreements, and as part of the responsibilities set forth in this Policy.

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Therefore, each area has specific duties set forth in internal manuals and procedures, including to:

- Carry out all activities related to Processing.
- Comply with the internal procedure, the manual, this Policy and the current regulations.
- Maintain the required authorization records, as well as the traceability of the management of the information under their responsibility.
- Organize and maintain proof of the Authorization by the Data Subjects, keeping them under a mechanism that allows them to locate them easily.
- Maintain and preserve, under strict confidentiality standards, the password to access the Database that is their responsibility and comply with the other safeguards provided for in this document.
- Periodically verify the information to ensure compliance with the information parameters established in this document.
- Carry out periodic update procedures.
- Maintain a record of the requests made by the Data Subjects regarding modification of information or deletion from the Databases, as well as the traceability of the deleted information.
- Respond to the requests and claims of the Data Subjects, through the Legal Department, promptly providing all the information it requires.
- All others related to Processing and that are not in charge of other areas or instances.

In addition, and notwithstanding the responsibility of each area dealing with Databases, the Legal Department of Proimágenes is responsible for receiving and channeling requests, petitions and claims made by the Data Subjects, in accordance with current regulations and this Policy. The contact information for such purposes is as follows::

- Address: calle 35 N.° 5 - 89, Bogotá D.C.
- E-mail: datospersonales@proimagenescolombia.com
- Phone number: (+57) 3108059040
- Position of the contact person: Legal Director


The Legal Department is in charge of receiving requests from the Data Subjects, channeling them internally to the responsible area and following up on the response, based on the law and/or this Policy. This may include requests to update Personal Data; knowledge of Personal Data; information about the use given to Personal Data; proof of Authorization granted; rectification of Personal Data; or revocation of the Authorization or deletion of Personal Data, in accordance with the provisions of the law and/or when the Data Subject presents a copy of the decision of the Superintendence of Industry and Commerce.

Article 7. Requests and complaints procedures.

The procedures established by Proimágenes so that the Data Subjects, their successors in title, their representatives and/or their attorneys-in-fact, as well as the representatives of minor Data Subjects, can exercise their rights, are specified in this chapter of the Policy. Petitioners, duly accredited, may submit requests about their personal information that resides in Proimágenes Databases, in which case the entity will provide the information contained in the individual record or the one that is linked to the petitioner's identification.

These requests may be sent in writing or through email at datospersonales@proimagenescolombia.com, in which case the procedure is as follows:

- 7.1. The request must be answered within ten (10) business days from the date of receipt.

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7.2. When it is not possible to respond to the request within said term, the petitioner will be informed of the reasons for the delay and the date an answer will be provided, which in no case may exceed five (5) business days following the expiration of the first term.

Moreover, when the Data Subject considers that the information contained in a Proimágenes Database should be corrected, updated or deleted, or when he notices the alleged breach of any of the duties contained in current regulations, he may file a claim against Proimágenes, which will be processed under the following rules:

7.3. The claim must be directed to the appropriate designated area including:

7.3.1. The identification and contact information of the petitioner, who must be accredited to exercise the right.

7.3.2. Copy of the petitioner's citizenship card or documents that prove the status of successor in title, representative, attorney-in-fact or any other applicable when the petitioner is not exercising his or her rights directly.

7.3.3. The description of the facts that give rise to the claim.

7.3.4. The documents that he or she wants to assert.

7.4. If the claim is incomplete, Proimágenes will require the petitioner within five (5) days following receipt of the claim to correct or complete it.

7.5. If two (2) months have elapsed from the date of the request without the petitioner presenting the required information, it will be understood that the petitioner has withdrawn the claim.

7.6. In the event that the person who receives the claim is not competent to respond to it, he or she will forward it to the appropriate person within a maximum period of two (2) business days and will inform the petitioner of the situation.

7.7. Once the complete claim is received, a legend that says 'claim in process' and the reason for it will be included in the Database, within a period of no more than two (2) business days. Said legend must be maintained until the claim is decided.

7.8. The maximum term to address the claim will be fifteen (15) business days counted from the day following the date of receipt. When it is not possible to address the claim within said term, the petitioner will be informed of the reasons for the delay and the date on which their claim will be addressed, which in no case may exceed eight (8) business days following the expiration of the first term.


Article 8. Security of Processing.

Proimágenes has in place internal procedures for the Processing of Personal Data, including security protocols that seek to guarantee the confidentiality, integrity and availability of the Personal Data contained in its Databases. This procedural framework, supported by the Quality Management System and the entity's document management program, is coordinated by the corporation's project manager and seeks to safeguard compliance with the fundamental principles of security of the information (confidentiality, integrity, reliability, availability and non-repudiation)

Among other mechanisms aimed for this purpose, Proimágenes procedures can cover: the definition of profiles, roles, uses and permissions on data sources and information systems; the definition of the life cycle and final disposition of information and Personal data with the support of digital authentication, authorization, access and security mechanisms in its digital systems and services; the establishment of legal mechanisms so that employees and contractors related to data management comply with this Policy.

Article 9. Transfer of information to other countries.

When the Data Subject has granted his or her Authorization for the Transfer of information, as well as in cases of Transfers agreed within the framework of international treaties to which the Republic of Colombia is a party, Proimágenes can only transfer Personal Data to countries that provide adequate levels of protection in accordance with the standards set by the Superintendence of Industry and

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Commerce or the entity that acts in its place, through secure means so that they cannot be easily captured and read by unauthorized third parties.

Article 10. Modifications and/or updates to the Policy.


Any substantial change in this Policy will be promptly communicated to the Data Subjects through Proimágenes website, publication in a widely circulated newspaper or by email.

Article 11. Entry into force and application.

The Policy shall enter into force on the day of its publication. Proimágenes Databases shall be in place as long as Proimágenes carries out its activities. Notwithstanding, Personal Data may be retained for longer in compliance with legal or contractual obligations.

Article 12. Glossary.

Authorization	It is the Data Subject's previous, explicit and informed consent to carry out the Processing of his or her Personal Data.
Area	It is the designated area in Proimágenes in charge of receiving and responding to petitions, requests and claims made by the Data Subjects, following the procedures described in this Policy.
Privacy Notice	It is the verbal or written communication provided by the Controller, addressed to the Data Subject for the Processing of their Personal Data, through which they are informed about the existence of information Processing policies that apply to them, the way to access to them and the purposes of the Processing that is intended to be given to the Personal Data.
Database	It is the organized set of Personal Data that is subject to Processing.
Personal Data	It is any information linked or that can be linked with one or several specific or determinable natural persons.
Public Data	It is the data that is not semi-private, private or sensitive. Public Data is considered, among others, data relating to the marital status of people, their profession or trade and their status as a merchant or public servant. Due to its nature, Public Data may be contained, among others, in public registries, public documents, official gazettes and bulletins, and enforceable judgements that are not subject to confidentiality.
Sensitive Data	They are those that affect the privacy of the Data Subject whose improper use may generate discrimination, such as those that reveal racial or ethnic origin, political orientation, religious or philosophical convictions, membership in unions, social organizations, human rights organizations or those that promotes the interests of any political party or that guarantees the rights of opposition political parties, as well as data related to health, sex, and biometric data.
Processor	It is the physical or legal person, public or private, which, alone or jointly with others, processes Personal Data on behalf of the Controller.
FFC	Colombia Film Fund. Fund created by law 1556 of 2012 where the cash resources of the cash rebate incentive provided by it, are located.
FDC	Fund for Film Development. Fund created by law 814 of 2003, as a special account without legal status. It is managed by Proimágenes Colombia, and directed by the National Council of Arts and Culture in Cinematography.

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Controller	It is the physical or legal person, public or private, which, alone or jointly with others, decides over the Databases and/or the Personal Data Processing. Under this Policy, Proimágenes is the Controller.
CINA System	Promotion scheme based on Audiovisual Investment in Colombia Certificates (CINA), as provided by law 1556 of 2012. The CINA are securities emitted to the foreign producer responsible for an audiovisual project, through which the tax discount system created in article 9 of law 1556 of 2012, modified by article 178 of law 1955 of 2019 is made operative.
Data Subject	It is the physical person whose Personal Data is subject to Processing. Under this Policy, all persons whose Personal Data are being processed.
Transfer	It is the action that takes place when the Controller and/or Processor, located in Colombia, sends information or Personal Data to a recipient, who in turn is a Controller and is located in or out of the country.
Transmission	It is the Processing of Personal Data that involves the communication of the same within or outside the territory of the Republic of Colombia, when it is carried out by the Processor on behalf of the Controller.
Processing	It is any operation or set of operations which is performed on Personal Data, such as collection, storage, use, dissemination or destruction.

Notes on enforceability.

This version of the Policy was published on February eight (8), two thousand twenty-four (2024) in the Quality Management System of Proimágenes and comes into effect on March first (1) of the same year, after disclosure by institutional channels.

Version No. 1 of this Policy was published on April 22, 2016 on the website www.proimágenescolombia.com and, according to its article 11, was in force from that date. The Databases covered by version No. 1 of this Policy were filed for publication in the National Registry of Databases (RNBD) of the Superintendence of Industry and Commerce on October 27, 2016 (filing 16-321031-- 000000-000).

From August 28, 2013, until the date of entry into force of version No. 1 of this Policy, applied the 'Internal Manual of Policies and Procedures for the Processing of Personal Data'.

Related documents.

- Processing of personal data procedure (code GA-PR-1).
- PQRS management procedure (code GM-PR-7).

Disclaimer: The English version of this Policy is for reference only. For all intents and purposes the text in Spanish shall prevail.