

## PRIVACY POLICY

Responsible for personal data: **VANIA VERÓNICA SERRANO PINTO**, CURP (SEPV621001MDFRNN05), with address at LAS CUEVAS 620, BELLAVISTA PLUS, LA PAZ, BCS, MEXICO, whose contact email is [serranovania@hotmail.com](mailto:serranovania@hotmail.com)

Data requested on the website and purpose of agreement.

- Name, surname and email in the contact forms: to make any direct contact with **VANIA VERÓNICA SERRANO PINTO** either to raise questions, comments, suggestions, request a service or product, or any other information. Failure to provide the minimum necessary personal data will make it impossible for **VANIA VERÓNICA SERRANO PINTO** to respond to the request.
- Name and email: to be able to make comments on the website blog.
- Name, surname, address, telephone, email, tax identification number: this information will be requested at the time of payment of the service, in order to process everything related to the client.
- Name, telephone number and email for the newsletter: with the express and voluntary consent, this is the minimum of information required for an automated commercial newsletter, where information about promotions and other valuable data related to the services and / or products offered by **VANIA VERÓNICA SERRANO PINTO** will be provided.
- Email: email will be requested to access the client area, according to the data provided when creating the account.

If the users are under 16 years of age, they must have the authorization of their parents or legal guardians to deliver their personal data. **VANIA VERÓNICA SERRANO PINTO** has no way to effectively verify the age of the users, so she is exempt from any responsibility, if the users do not comply with what is indicated here.

**VANIA VERÓNICA SERRANO PINTO** will always ensure that the use given to the website, the contents, and the processing of the user's personal data are carried out in the most correct way. For this, the users can always exercise their rights of access, rectification, cancellation, portability, forgetfulness or opposition, all in straight compliance with the guidelines of the laws that govern the matter, sending a message to [serranovania@hotmail.com](mailto:serranovania@hotmail.com).

At no time will **VANIA VERÓNICA SERRANO PINTO** share the data she possesses with third parties. In the event of doing so in compliance with the services contracted by a participant: subscription to newsletter, comply with legal requirements or for the administration of the website, the due confidentiality agreements between the parties will be provided.

The links to third parties that can be found on the website have privacy policies are unrelated to **VANIA VERÓNICA SERRANO PINTO**. Access to these sites should be responsibility of the user, being their responsibility to know them and their decision to accept them or not.

## FORMS

The website features 4 types of forms:

Contact: the users, clients or participants will be able to find forms that will facilitate communication with **VANIA VERÓNICA SERRANO PINTO**, to raise questions, comments, request a quote, reserve any of the services offered on the website or demand any rights that they have. Failure to provide the minimum personal data necessary will make it impossible for **VANIA VERÓNICA SERRANO PINTO** to respond to the request. This treatment will be considered legitimate as it is part of a pre-contractual diligence. The server of the website and the email of **VANIA VERÓNICA SERRANO PINTO** will be in charge of the treatment.

Advertising: users, buyers or participants will be asked for their express and voluntary consent to deliver to **VANIA VERÓNICA SERRANO PINTO**, the minimum data necessary to send advertising and commercial information related to the services and / or products offered by **VANIA VERÓNICA SERRANO PINTO**, so that it is added to an automated email marketing file managed by the person in charge of the treatment indicated below. The processing of personal data found in this section has been done with the consent of the data owner.

For comments on the blog: in order to avoid spam, inappropriate messages, and to provide a correct follow up, the users will be asked for name, email and website to identify themselves in the comments they wish to make on blog entries. This data will be visible to other users. If you do not want the data to be visible by other people, you should contact **VANIA VERÓNICA SERRANO PINTO** at [serranovania@hotmail.com](mailto:serranovania@hotmail.com).

The website server will be in charge of the treatment and it will be carried out with the consent of the data owner.

To process the service request: users, clients or participants will be asked for their data so that **VANIA VERÓNICA SERRANO PINTO** can process the services requested by the client. Legitimate processing of personal data due to the contractual relationship that exists with the client or participant. The data will be saved on the website's server.

- Mailchimp: used to automate commercial information bulletins and send to the email of the data owner, advertising of the products and / or services offered on the website. Service provided by The Rocket Science Group LLC, located in the United States of America. It provides a security agreement called the Privacy Shield, in accordance with the requirements of the European Data Protection Committee that can be consulted here [https://www.privacyshield.gov/participant?id=a2zt0000000TO6hAAG&status = Active](https://www.privacyshield.gov/participant?id=a2zt0000000TO6hAAG&status=Active). For more information about its privacy policy, you can go to <https://mailchimp.com/legal/privacy/>

- Asana: Application used to organize and manage work activities. This service is provided by the company Asana, Inc., which is located at 1550 Bryant Street, Suite 200, San Francisco, CA 94103 and can be contacted through the email [privacy@asana.com](mailto:privacy@asana.com). If you want more information about its privacy policy, you can consult: <https://asana.com/terms>
- Active campaign: Used for email marketing and customer management. This service will be provided by ActiveCampaign, LLC, whose office is located in the city of Chicago, USA. They have signed the Privacy Shield, which can be verified at this link <https://www.privacyshield.gov/participant?id=a2zt00000000GnH6AAK&status=Active>.

You can see more information about privacy policies at <https://www.activecampaign.com/privacy-policy/>

- Zapier: It is a tool used to automate tasks. The company, Zapier Inc., is located at Zapier, Inc., 548 Market St. # 62411, San Francisco, CA 94104 - 5401 and can be reached via email [contact@zapier.com](mailto:contact@zapier.com). Its privacy policy can be seen at the link <https://zapier.com/privacy/>
- Google: Tool that allows your website to appear in internet search results. This service is run by the company Google LLC, located in Mountain View, California, United States of America, subscribes the Privacy Shield between the EU-US. which can be consulted at <https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>. If you want more information about its privacy policy, you can consult: <https://policies.google.com/privacy>
- Lead Pages: Tool used to create websites, landing pages and pop-up windows, among others. This service is provided by the company Avenue 81, Inc., which is located at 107 Cheapside, London and can be contacted through the email [legal@ave81.com](mailto:legal@ave81.com). Its privacy policy can be seen at the link <https://www.leadpages.net/privacy>
- Apple: Tool used for video calls. This service is provided by the company Apple Inc., which can be contacted through the link <https://www.apple.com/la/contact/> and whose privacy policy can be observed at <https://www.apple.com/legal/privacy/en-ww/>

- DreamHost: Provides the web hosting service through DreamHost, LLC. Its US headquarters are located at PMB # 257 417 Associated Road Brea, CA 92821 USA and its privacy policy can be seen at <https://www.dreamhost.com/es/legal/privacy-policy/>
- Calendly: Tool Used to schedule meetings, the company is located at 1315 Peachtree St NE, Atlanta, GA 30309, they can be contacted through the email support@calendly.com. You have a subscription to the Privacy Shield between the EU-US. and Swiss-US Privacy Shield, which can be found at <https://calendly.com/pages/privacy> and its privacy policy can be seen at <https://calendly.com/pages/privacy>
- Typeform: Tool used for creating online forms and online surveys. This service is provided by the company Typeform SL: which is located at Carrer Bac de Roda, 163, local, 08018 - Barcelona (Spain). They can be contacted through the email support@typeform.com and their privacy policy can be seen at <https://admin.typeform.com/to/yFvrNI/>
- Facebook Pixel: advertising analysis tool, used to know the actions of the data owners on this website. This service is provided by Facebook, Inc., which is located at 1601 Willow Road Menlo Park, CA 94025, United States of America. In case of being outside the United States of America or Canada, the data control entity responsible for the information.
- Facebook Ireland Ltd., which is located at 4 Grand Canal Square Grand Canal Harbor, Dublin 2, Ireland. It is certified to the European Union and US Privacy Shield framework and to the Swiss and US Privacy Shield framework, as evidenced at <https://www.privacyshield.gov/participant?id=a2zt00000000GnywAAC&status=Active>. For more information about the privacy policy, go to <https://www.facebook.com/privacy/explanation>
- Google Analytics: Web analysis service, to view the statistics on the use of the website. This service is run by the Google LLC, located in Mountain View, California, United States of America, has a subscription to the Privacy Shield between the EU-US which can be consulted at <https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&sta>

tus = Active. If you want more information about its privacy policy, you can consult: <https://policies.google.com/privacy>.

- Zoom: tool used for video conferencing. This service is run by the company Zoom Video Communications, Inc., located in San Jose, California, United States of America, has a subscription to the Privacy Shield between the EU-US. which can be consulted at <https://www.privacyshield.gov/participant?id=a2zt0000000TNkCAAW& status = Active>. If you wish to obtain more information about its privacy policy, you can consult: <https://zoom.us/privacy>

- Evernote: tool that allows you to improve the management of the services offered. Service offered by Evernote Corporation, located in the United States of America, has subscribed to the privacy shield as can be seen at <https://www.privacyshield.gov/participant?id=a2zt0000000PCFCAA4&s tatus = Active>, an agreement signed between USA and the UE - It is approved by the European Data Protection Committee. For more information about its privacy policy, visit <https://evernote.com/intl/es/privacy/policy>

- Skype: tool used for videoconferences. This service is managed by the company Microsoft Corporation, located in Redmond, Washington, United States of America, it has subscribed to the Privacy Shield between the EU - US that can be consulted at <https://www.privacyshield.gov/participant?id=a2zt0000000KzNaAAK&s tatus = Active>. If you want more information about its privacy policy, you can consult: <https://privacy.microsoft.com/es-us/privacystateme>.

- Coda.io: Tool used for document editing. This service is provided by the company Coda, which is located at 444 Castro St, Suite 1200, Mountain View, CA 94041. It can be contacted through the email [help@coda.io](mailto:help@coda.io) and its privacy policy can be seen at <https://coda.io/trust/privacy>

- Manychat: Tool used to create bots on Facebook pages, this service is provided by the company ManyChat, INC. It can be contacted via email support@ManyChat.com and its privacy policy can be seen at <https://manychat.com/privacy.html>
- Operadora PayPal de México, S. de R.L. de C.V. Company is used to manage debit and credit card payments on the website. Located at Avenida General Mariano Escobedo 476, 14th floor, Colonia Nueva Anzures, Miguel Hidalgo, Mexico City, Mexico 11590. For more information you can visit [https://www.paypal.com/mx/webapps/mpp/ua/privacy-full?locale.x=es\\_MX](https://www.paypal.com/mx/webapps/mpp/ua/privacy-full?locale.x=es_MX)
- Dropbox: Used for virtual hosting of documents related to the products or services offered on the website. Service provided by Dropbox, Inc, located in California, United States. It has a security agreement called Privacy Shield, in accordance with the requirements of the European Data Protection Committee that can be consulted through <https://www.privacyshield.gov/participant?id=a2zt0000000GnCLAA0&status=Active>. For more information about its privacy policy you can visit <https://www.dropbox.com/privacy>
- WhatsApp: Tool used to communicate with users, buyers, clients and participants through the WhatsApp company, which can be contacted through the link <https://www.whatsapp.com/contact/?subject=messenger> and its privacy policy can be seen at <https://www.whatsapp.com/legal/#privacy-policy>

In essential cases, **VANIA VERÓNICA SERRANO PINTO** may use applications or tools that have not been included or named in this list, the above being a better option that helps to carry out a certain task; If this happens, **VANIA VERÓNICA SERRANO PINTO** will notify users, clients or participants of this situation, as the case may be.

#### POLICIES RELATED TO THE NEWSLETTER

These policies will be understood at all times as a complementary part of the terms and conditions set out on the website, both being of equal application at the time of a dispute. The privacy and intellectual property policy applied will be the same as that set out in the terms and conditions of the website.

The “newsletter” will be understood as the digital newsletter that **VANIA VERÓNICA SERRANO PINTO** generates periodically and sends to the subscribers of her website through an external email service provider, to which the user has voluntarily subscribed.

**VANIA VERÓNICA SERRANO PINTO** is not obliged to send the newsletter in defined periods of time, so she is totally free to do so whenever she deems appropriate. The users may at any time exercise their rights of access, rectification, cancellation or opposition by following the instructions that you will find in the footer of the newsletter.

The user must not share their content with third parties, as this would violate the copyright of **VANIA VERÓNICA SERRANO PINTO**. The only possible distribution channel is the one managed and / or authorized by **VANIA VERÓNICA SERRANO PINTO**.

**VANIA VERÓNICA SERRANO PINTO** will not be responsible for the content of third parties exposed in the newsletter, any controversy that arises must be dealt with directly with the person or company of which mention is made.

All the material that is exposed in the newsletter is protected by copyright in favor of **VANIA VERÓNICA SERRANO PINTO**, and in the case of belonging to third parties, it will be understood that **VANIA VERÓNICA SERRANO PINTO** has the due authorization to use it as agreed with the author.

#### TREATMENT DURATION

Personal data provided for billing and purchasing products or services will be kept for the legally applicable time by the platform that performs the billing.

In the case of personal data supplied for electronic commercial newsletters and comments on the blog, it will remain on the subscription list for the time that the data owners wish to, so they can unsubscribe at any time, automatically as indicated in each newsletter, or by writing to [serranovania@hotmail.com](mailto:serranovania@hotmail.com)