

AUTHORIZATION FOR THE PROCESSING OF PERSONAL DATA

By means of this document, the user authorizes LUP TOOLS S.A.S., its affiliates, subsidiaries, and subordinates (or any other company contracted for the same purposes) (hereinafter referred to as the Controllers and Processors), to process the personal data obtained in the course of software licensing activities, consulting or advisory services, training, or any other activity or system obtained through the website or in the course of the relationships with the company LUP TOOLS S.A.S. (hereinafter The Activity), for the purpose of informing about data analysis, study results, training, deliverables from consulting or advisory services, benefits, campaigns, news, statistics, invoice processing, and other purposes related to The Activity.

The user authorizes the Controllers and Processors of the personal data provided through these channels to contact them through various means such as email, text messages, and/or phone calls. Additionally, the user authorizes the use of their data for brand loyalty programs and data analysis.

The personal data provided in the context of The Activity will be kept confidential. The Controllers and Processors may not disclose it to third parties or use the information for purposes other than those authorized by the user. The personal data will remain in secure operational environments that are not publicly accessible.

The user is informed that, as the data subject, they have the following rights:

- a) To know, update, and correct their personal data with the Controllers and Processors;
- b) To request proof of the authorization granted to the Controllers and Processors;
- c) To be informed by the Controllers and Processors, upon request, of how their personal data has been used;
- d) To file complaints with the Superintendence of Industry and Commerce for violations of applicable legal regulations, after first submitting a query or complaint to the Controllers and Processors;
- e) To revoke the authorization and/or request the deletion of the data when the processing does not respect the principles, rights, and constitutional and legal guarantees;
- f) To access their personal data that has been processed, free of charge.

For inquiries, complaints, or further information, contact us at: hello@lup.com.co

The user may consult the Personal Data Processing Policy on the Lup website at the following link:

<https://www.lup.com.co/> or by writing to: hello@lup.com.co