

Privacy Policy

University of Monterrey

Scope

In compliance with the provisions of the Federal Law on the Protection of Personal Data Held by Private Parties (LFPDPPP), this Privacy Policy applies to all information, including data voluntarily provided by the User to the University of Monterrey and/or its related and/or affiliated entities (hereinafter "UDEM"), during the use or browsing of the webWebsite <http://www.udem.edu.mx> (hereinafter the "WebWebsite") and the web domains owned by UDEM. By using or browsing the aforementioned Website, any person becomes a "User."

1. Information Obtained

UDEM may obtain personal data voluntarily provided by the User during the registration process and at any other time. This information will be considered confidential. "Personal data" refers to any personal information that can be used to identify the User, obtained through the following sources:

- i. **Information collected directly:** Refers to the voluntary entry of the User to the Website and their acceptance to provide their personal data to request information about our programs, or to meet the educational, social, cultural, formative, and/or administrative purposes of UDEM.

Examples of personal data that UDEM and/or related and/or affiliated entities may request through the Website include:

Personal Data:

- Name, address, email address
- Username and password
- Telephone and/or mobile phone number
- Gender
- Age, place, and date of birth
- Marital status

- Unique Population Registry Code (*CURP*)
- Last/current grade
- Professional license number
- Certificates of study and academic background
- Emergency contact details
- Payment information
- Federal Taxpayers Registry (RFC)
- Financial information
- Economic dependents
- Communication preferences for the future
- Personal contact information
- Signature and/or fingerprints
- Photographs
- Original and/or copy documents proving the above data

Sensitive Personal Data:

- Religion
- Hobbies
- Sports
- Medical condition and health-related data, such as blood type, diseases, allergies, medical history, treatments, emergency medical contact
- Information on aptitude and psychometric exams
- Personal references

Sensitive Financial and/or Patrimonial Personal Data:

- Income and expenses of parents or guardians
- Bank accounts
- Tax information
- Payroll or fee receipts
- Credit bureau reports
- Other documents proving economic situation

- ii. **Information collected when the User visits the Website:** UDEM and/or related and/or affiliated entities use "cookies," which are files generated on the User's

computer that record their personal data when connecting to the Website. They store User information reflecting their habits and preferences, helping to provide a more personalized service, as well as other User information, such as:

- Browser type and operating system
- IP address
- Date and time of the last visit
- Security elements involved in controlling access to restricted areas

The User can accept or reject cookies through a procedure in their internet browser settings, exempting UDEM from any automatic deactivation of them. Additionally, Websites or social media referenced from our Website may use their own cookies, exempting UDEM from any relationship and/or responsibility.

During the registration process and any other occasion where UDEM and/or related and/or affiliated entities obtain personal data, all principles established by the Federal Law on the Protection of Personal Data (LFPDPPP) are followed: legality, consent, information, quality, purpose, loyalty, proportionality, and responsibility.

2. Purpose of Using the Information

The personal data provided by the User is used to provide a personalized service according to their needs, for the following purposes and through the following means:

- Creation and administration of their account
- Admission application
- Financial aid application
- Use of the Website
- Providing educational services
- Informing about educational, academic, social, cultural, formative, administrative, operational matters, and any other related to the UDEM Community
- Conducting quality assessments
- Providing services related and/or complementary to educational activities, such as:
 - Portal UDEM
 - Student programs
 - Study abroad programs
 - Student affairs

- Internships
- Social service
- Research and publications
- Medical insurance
- Socioeconomic studies
- Credit investigations
- School transportation
- Organization of camps, excursions, visits, seminars, workshops, etc.
- Tuition, accommodation, financial campaign payment process
- Job Opportunities
- Protection against possible fraudulent transactions or their identification
- Contacting parents or guardians
- Compliance with our Legal Notice: Terms and Conditions of Use of the Website

Additionally, we will use your personal information for the following purposes that are not necessary for providing educational services but allow us to offer better attention:

- Sending communications and selective advertising or content that may be of interest to the User, such as course registration, seminars, contests, campaigns, alumni activities, job opportunities, admissions, and/or accommodation
- Cumulative statistical analysis, market research, and other related activities
- As a result, if any personal data is not provided, UDEM may have difficulty providing its services adequately.

If you do not wish your personal data to be processed for these additional purposes, you can inform us at any time through a written request to the Data Protection Office sent via email to: juridico.normatividad@udem.edu. This will not be a reason for us to deny the services and products you request or contract with us.

3. Privacy Statement

UDEM will collect personal data when the User provides it voluntarily by registering on the Website or indicating it by sending an email or other communication addressed to UDEM. UDEM undertakes not to process or share personal data with third parties without the User's prior consent, through their direct electronic acceptance when entering their data within the content and functions of the Website, or by any other technology.

4. Confidentiality of Personal Data

UDEM does not disclose or share personal data with third parties, except when:

- a) The User instructs UDEM to do so or provides authorization.
- b) UDEM and/or related and/or affiliated entities consider it necessary to identify, communicate with, or take legal action against the User who may be harming or obstructing UDEM's rights or property and/or related and/or affiliated entities.
- c) UDEM and/or related and/or affiliated entities consider it necessary for the execution of the academic, educational, social, cultural, formative, administrative, and/or operational services required by UDEM.
- d) It is necessary to enforce and comply with the Legal Notice: Terms and Conditions of Use of the Website.
- e) UDEM receives a judicial or administrative authority request.
- f) Required by legal disposition.
- g) Part of a private, social, or administrative contract necessary for its development and fulfillment.
- h) Subject to treatment for medical prevention or diagnosis or health services management, provided that such treatment is carried out by a health professional subject to confidentiality.
- i) Any other stipulated by the LFPDPPP.

Thus, the User acknowledges that the personal data entered and/or provided on the Website is accurate and true and that if they do not wish to provide their personal data in any part of the Website, they must immediately stop using it. The User understands that this policy does not apply to information voluntarily provided by the User when communicating with other people via email, chats, blogs, and other similar activities. Additionally, the User agrees to be careful with the information provided, exempting UDEM from the privacy policies of third-party service and/or product providers.

5. Access, Rectification, Cancellation, and/or Opposition of Personal Information

The User consents to the provided personal data, which will form part of a file containing their personal profile. The User may exercise their ARCO rights (access, rectification, cancellation, and/or opposition), except for the information provided in sections b to i of point 4 of this Privacy Policy, by contacting the Data Protection Office of UDEM through a written

request sent to Av. Ignacio Morones Prieto 4500 Pte., 66238, San Pedro Garza García, N. L., or via email to datospersonales@udem.edu. The request must contain and meet the formalities indicated in article 29 of the LFPDPPP. Additionally, the parties acknowledge that the User's personal data is subject to backups and records of deleted data, making the complete deletion of the User's personal data not entirely possible.

The User agrees to update their personal data whenever it is modified, so UDEM and/or related and/or affiliated entities can provide efficient, effective, and personalized service.

6. Safeguarding Personal Data

Access to sections of the Website protected by passwords or codes is restricted to individuals properly registered and authorized by UDEM, making the User solely responsible for keeping their username, password, and account-related information confidential. UDEM commits to maintaining the security of personal information, implementing appropriate administrative and physical procedures to protect it. However, UDEM recommends that the User ensures to log out by clicking the "Logout" or "Close Session" button and closing the browser window to mitigate risks.

Unauthorized and illegitimate access to the referred protected or restricted-access sections may result in UDEM exercising corresponding legal actions according to applicable law.

7. Transfer of Personal Data

The User agrees that their personal information may be transferred only between different departments that make up UDEM or to its related and/or affiliated entities, in accordance with the applicable LFPDPPP. To carry out these uses and purposes, as well as the purposes described in this Privacy Policy, personal data may be transferred and processed by persons other than the Responsible and shared with service providers to fulfill contractual obligations.

8. Informed Consent

This UDEM Privacy Policy constitutes a valid agreement between the User and the Universidad de Monterrey; by using this Website and/or electronically inducing the use of this Website, the User indicates that they accept these Privacy Policies absolutely and unconditionally. Therefore, it is important to read them carefully to understand that they are subject to them, their respective Privacy Notice, and its modifications

Therefore, using the Website, not objecting, providing personal data, and/or consulting your information constitutes tacit and unconditional acceptance by the User of the Privacy Policies. If the User does not accept them, they must immediately refrain from using the Website and all its content, as well as from providing personal information.

9. Modification of Privacy Policies

UDEM reserves the right to review and update these Privacy Policies at any time, based on viable and accepted requests or if required by regulations. If there is any change in these Policies, UDEM will communicate it by sending an email to the account that UDEM may have assigned to the User and/or by posting a visible notice on the Website.

The User is responsible for periodically reading this document to ensure its proper compliance as regulations are updated.

10. Contact

The person responsible for the protection of personal data at UDEM is the Data Protection Office, located at Av. Ignacio Morones Prieto 4500 Pte., 66238, San Pedro Garza García, N.L.

This Private Policy was written in Spanish and then translated to English. While the English version is considered an authentic translation and provided in good faith from the original, for legal purposes the Spanish version shall prevail in matters of interpretation.