

Privacy Policy

This privacy notice discloses the privacy practices of **PURA COLOMBIA MINDFUL TRAVEL**. **PURA COLOMBIA MINDFUL TRAVEL** will be able to collect, through its website and other informative platforms, personal information of clients, employees, or professionals, for all natural persons and/or entities. The information collected can be used in order to materialize potential legal relations with clients, providers, or with the employees in order to develop the social purpose of the company.

In regards to the words mentioned above, and in accordance with the law 1581 of 2012, the Decree 1077 of 2013, and the Decree 1074 of 2015, PURA COLOMBIA MINDFUL TRAVEL has a **Personal Data Protection Policy**.

The one responsible for processing this data will be PURA COLOMBIA MINDFUL TRAVEL, company whose office is in Rionegro, Colombia at this address: Carrera 47a, 38c 36. E-mail : info@puracolombia.com, phone : (+57) 4 6151358.

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In any case, regarding the process of sensitive personal data, a permission from the Holder is required preliminary, explicitly, and informatively. The permission will have to be acquired in any possible way as long as it can be consulted and verified afterwards.

In this context, personal data collected will be used for the following purpose :

- Internally produce calculations of statistics, control and follow up of the flow measurement indicators on the web page, and measurement of the satisfaction level.
- Produce market activities and promote products and services offered by the COMPANY and strategic allies, sending surveys, newsletter and mail (electronic or postal).

- Provide the products and/or execute the services acquired from our customers and/or accomplish the obligations related to those services. For example, inform the various operators of touristic activities offered on specific topics related to conditions and itineraries of the activity developed and/or regarding the sanitary restrictions, medicines, diet and/or any other information for the participant of the touristic activity, operated directly or indirectly by the Company. If necessary, during the development of the provided service, communicate with the emergency contact.
- Accomplish legal, regulatory, or contractual obligations which are detached from various legal relations contracted with the Holder of personal data (clients, providers, employees).

Holders of personal data will have the following rights :

- Know, update, and rectify personal data with the person in charge of the Processing, or to exercise the right over the one who received the data after a transfer of the latter. This right can be exercised on data that are, among others, partial, inaccurate, incomplete, fractioned, misleading, or whose processing was expressly forbidden or not allowed.
- Request a proof of the authorization given to the Responsible of the Processing, unless this is agreed explicitly as a required condition for the Processing.
- Be informed of the Processing, with a request beforehand, in accordance with the use given to personal data.
- Submit a complaint about a violation of the personal data protection regime to the Supervisory authority of Industry and Commerce.
- Revoke the permission and/or request the removal of the personal data when the processing does not respect constitutional and legal principles, rights, and guarantees.
- Access freely personal data in process.
- Request retention and deletion times regarding the information, and upgrade data.

On behalf of the company, we process the information you provide us in order to send you information related to our products and services by newsletter and to contact you by email or phone within the context of your trip to Colombia. Data provided will be stored as long as you do not ask for the cessation of the activity. Data will not be transferred to a third party, unless there is a legal obligation. You have the right to obtain confirmation that Aventure Colombia S.A.S. is processing your personal data and thus, you have the right to access your personal data, rectify inaccurate data, or request the removal when those data are no longer necessary to the purpose they were initially collected for.

For further information, complaint, updating or data removal request, you can send us mail at Carrera 47a, 38c 36 or an email to info@puracolombia.com.

Against child pornography and sexual tourism

In accordance with Colombian law number 679/2001 issued by the Congress of the Republic, which, enacting provisions relating to the prevention and countering of child exploitation, pornography and sex tourism.

In accordance with this law everyone should prevent, block, combat and denounced the exploitation, hosting, usage, publication, distribution of images, text documents and visual files, misuse of the global information network or establishment of links of any kind to pornographic materials or materials related to sexual activities with minors.

Sexual exploitation and sexual abuse of minors is punishable by imprisonment in accordance with the provisions of law number 679/2001.

National Tourism Register:

<https://puracolombia.com/wp-content/uploads/2023/06/2023-Registro-Nacional-de-turismo-Pura-Colombia.pdf>