

PRIVACY POLICY

1. USER INFORMATION

Who is the controller of your personal data?

FUNDACION MARCO DE COMUNICACION (KENZ FOUNDATION) is the Controller of the USER's personal data and informs him/her that these data shall be processed in accordance with the provisions of Regulation (EU) 2016/679 of 27 April (GDPR) and the Organic Law 3/2018 of 5 December (LOPDGDD).

For what purpose do we process your personal data and why do we do it?

Depending on the form from which we have obtained the personal data, we will process it confidentially for the following purposes:

In the **Contact** form

- Respond to queries or any type of request made by the user through any of the contact methods available at the controller's website.
(for the legitimate interest of the person in charge, art. 6.1.f GDPR)
- Conduct statistical analysis and market research.
(for the legitimate interest of the person in charge, art. 6.1.f GDPR)

For how long will we keep your personal data?

Data shall be stored for no longer than is necessary to maintain the purpose of the processing or for as long as there are legal prescriptions dictating their custody, and when such purpose is no longer necessary the data shall be erased with appropriate security measures to ensure the anonymization of the data or their complete destruction.

To whom do we disclose your personal data?

No communication of personal data to third parties is foreseen except, if necessary for the development and execution of the purposes of the processing, to our suppliers of services related to communications, with which the CONTROLLER has signed the confidentiality and data processor contracts required by current privacy regulations.

What are your rights?

The rights of the USER are:

- Right to withdraw consent at any time.
- Right of access, rectification, portability and erasure of your data and the limitation or objection to their processing.
- The right to file a claim with the Spanish Supervisory Authority (www.aepd.es) if you consider that the processing does not comply with the current legislation.

Contact information for exercising rights:

FUNDACION MARCO DE COMUNICACION (KENZ FOUNDATION). MARCELO ESPINOLA, 42 12 - 28016 MADRID (Madrid). E-mail: info@kenzfoundation.com

2. COMPULSORY OR OPTIONAL NATURE OF THE INFORMATION PROVIDED BY THE USER

The USERS, by marking the corresponding boxes and entering data in the fields, marked with an asterisk (*) in the contact form or download forms, accept expressly and in a free and unequivocal way that their data are necessary for the supplier to meet their request, voluntarily providing their data in the remaining fields. The USER ensures that the personal data provided to the CONTROLLER are true and is responsible for communicating any changes to them.

The CONTROLLER informs that all data requested through the website are mandatory, as they are necessary for the provision of an optimal service to the USER. In the event that not all of the data is provided, there is no guarantee that the information and services provided will be completely adapted to the User's needs.

3. SECURITY MEASURES

In accordance with the provisions of the current regulations on the protection of personal data, the CONTROLLER is complying with all the provisions of the GDPR and LOPDGDD regulations for processing the personal data for which they are responsible, and is manifestly complying with the principles described in Article 5 of the GDPR, by which they are processed in a lawful, fair and transparent manner in relation to the data subject and appropriate, relevant and limited to what is necessary in relation to the purposes for which they are processed.

The CONTROLLER guarantees that all appropriate technical and organisational policies have been implemented to apply the security measures established by GDPR and LOPDGDD in order to protect the rights and freedoms of the USERS, and has communicated the appropriate information for them to be able to exercise their rights and freedoms.

For more information about privacy safeguards, you can contact the CONTROLLER via FUNDACION MARCO DE COMUNICACION (KENZ FOUNDATION). CARDENAL MARCELO ESPINOLA, 42 12 - 28016 MADRID (Madrid). E-mail: info@kenzfoundation.com.

4. REGISTRATION AND PARTICIPATION IN EVENTS

FUNDACION MARCO DE COMUNICACION (KENZ Foundation), whose contact details are set out in this policy, will process the first name, surname, email address, attendance format, registration and participation details, and answers provided by people registering for its in-person, online or hybrid events.

These data will be used to manage registration, provide information needed for the event and record attendance. The legal basis for this processing is the performance of the relationship arising from registration and the steps taken at the request of the individual to participate in the event. Where strictly necessary to protect the security of the session, processing may also be based on KENZ Foundation's legitimate interests, following the appropriate balancing assessment. Each form will identify the information required for these purposes.

Where the person gives separate permission, Kenz Foundation will also use their contact details to add them to its community and send information by email about upcoming events, training activities, scholarships, opportunities and KENZ Foundation initiatives. Where they give separate permission, Kenz Foundation may record and publish their image and voice to provide information about the event and promote KENZ Foundation's activities through its website, social media channels and other corporate channels. These optional purposes rely on consent, which may be withdrawn at any time without affecting processing carried out before withdrawal.

Where an event is recorded, the recording will be used to document and communicate the event and, where separate consent has been given, to promote KENZ Foundation's activities. The legal basis for recording and publishing participants' image and voice for these purposes is their consent. Access to recordings will be restricted to authorised KENZ Foundation personnel and service providers acting on its behalf. Recordings will be retained only for as long as necessary for the stated purpose or until consent is withdrawn, without prejudice to any applicable legal retention requirements.

Zoom Communications, Inc. and Google LLC, through Google Drive, will be used to manage events. These providers and their respective subprocessors may access personal data on behalf of KENZ Foundation. Their services may involve international transfers of personal data. Where applicable, such transfers will be subject to appropriate safeguards, including the EU-US Data Privacy Framework and/or Standard Contractual Clauses.

Registration and attendance data will be retained for as long as necessary for the purposes for which they were collected and in accordance with applicable legal and regulatory requirements. Records of consent will be retained for as long as necessary to demonstrate compliance with applicable data protection requirements. Recordings and images will be retained for as long as necessary for the purposes for which they were collected, unless consent is withdrawn earlier. Following withdrawal, KENZ Foundation will stop the authorised use and remove the material from channels under its control, subject to any applicable legal retention requirement.

Individuals may exercise their rights of access, rectification, erasure, objection, restriction and portability, where applicable, and withdraw consent by writing to info@kenzfoundation.com. They may also lodge a complaint with the Spanish Data Protection Agency at www.aepd.es.