

General Privacy Notice

University of Monterrey

The University of Monterrey, with its address at Ave. Ignacio Morones Prieto No. 4500 Pte., Col. Jesús M. Garza, San Pedro Garza García, Nuevo León, C.P. 66238 (hereinafter referred to as the “Responsible Party”), as the Responsible Party for the acquisition, use, disclosure, safekeeping, and protection of your personal data, provides this Privacy Notice in order to comply with the Federal Law on the Protection of Personal Data Held by Private Parties (LFPDPPP), particularly within Articles 9, 11, 12, and 36, as well as its Regulations and Guidelines (hereinafter the “Law”), and to inform about the processing of personal data, sensitive personal data, and/or financial or asset data (hereinafter referred to as “personal data”) of its prospective students, students, alumni, graduates, parents or guardians, collaborators, and suppliers (hereinafter the “User”), guaranteeing, as the Responsible Party, their use and protection.

This Privacy Notice applies to all information collected by the University of Monterrey and/or its related and/or affiliated entities (jointly referred to as “UDEM”), including data transferred or voluntarily provided by the User, whether in writing, verbally, through the www.udem.edu.mx and its online services (the “Website”), and all web domains owned by UDEM, as well as information obtained by other means, to provide educational, social, cultural, formative, administrative, and/or operational services and any other nature of services offered by UDEM. Therefore, as a User, you must consent to or reject this Privacy Notice for the handling of the collected information, which will be considered confidential.

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

- Creation and administration of your account.
- Admission application.
- Financial aid application.
- Use of the Website.
- Provision of educational services.
- Informing about educational, academic, social, cultural, formative, administrative, operational, and any other matters related to the UDEM Community.
- Conducting quality assessments.

- Providing services related to and/or complementary to educational activities, such as:
 - Portal UDEM
 - Student programs
 - Study abroad
 - Student affairs
 - Internships
 - Community service
 - Research and publications
 - Medical insurance
 - Socioeconomic studies
 - Credit investigations
 - School transportation
 - Organization of camps, excursions, visits, seminars, workshops, etc.
- Tuition, housing, and financial campaign payment processing.
- Job opportunities .
- Protection against potential fraudulent transactions or identification of the same.
- 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, which are not necessary for the provision of educational services but allow us to provide you with better attention:

- Sending communications and targeted advertising or content that may be of interest to the User, such as enrollment in courses, seminars, contests, campaigns, alumni events, job boards, admissions, and/or housing.
- Cumulative statistical analyses, market research, and/or other related activities.

Consequently, if some personal data is missing, UDEM may have difficulty providing its services properly.

If you do not want your personal data to be processed for these additional purposes, you can inform us from this moment on by sending a written notice to the Office of Personal Data

via email at: juridico.normatividad@udem.edu. This will not be a reason for us to deny the services and products you request or contract with us.

To carry out and fulfill its academic, educational, social, cultural, formative, administrative, and/or operational processes and purposes, UDEM collects the following personal data, which include but are not limited to:

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 information
- Payment information
- Federal Taxpayer Registry (RFC)
- Income level
- Economic dependents
- Communication preferences for the future
- Personal contact information
- Signature and/or fingerprints
- Photographs
- Original and/or copies of documents that verify the aforementioned data

Sensitive Personal Data

- Religion
- Hobbies
- Sports

- Medical condition and health-related data, such as blood type, illnesses, allergies, medical conditions, medical history, medical treatments, and emergency medical contact
- Information about aptitude and psychometric tests
- Personal references

Sensitive Financial and/or Asset Data

- Income and expenses of parents or guardians
- Bank accounts
- Tax information
- Payroll or fee receipts
- Credit bureau reports
- Others that verify your economic situation

The User understands that by accepting this Privacy Notice, UDEM, as the Responsible Party, is authorized to obtain, use, transfer, and/or store their personal data, with the understanding that UDEM will only use the obtained data for uses and purposes exclusively related to its institutional services and related matters.

To carry out these uses and purposes, as well as the purposes described in this Privacy Notice, your personal data may be transferred and processed by persons other than the Responsible Party and shared with companies or service providers to fulfill the contracted obligations.

The Responsible Party will ensure, through the signing of agreements and/or the adoption of other binding documents, that these third parties maintain security measures, administrative, physical, and technical, to safeguard personal data for the purposes for which they were contracted and in accordance with this Privacy Notice.

Regarding the collected information when the user visits www.udem.edu.mx and other web domains owned by UDEM, "cookies" are used. These are files generated on the User's computer, recording their personal data when they connect to the Website, to store service User information that reflects their habits and preferences and helps provide a more personalized service, as well as other information about the User, such as:

- Browser type and operating system

- IP address
- Date and time of 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, releasing UDEM from any automatic deactivation of the same. Additionally, Websites or social media referenced from our Website may use their own cookies, releasing UDEM from any relationship and/or responsibility.

During the registration process and any other occasion when UDEM and/or affiliated and/or related 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.

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

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

1. The User instructs UDEM to do so or grants authorization.
2. The University of Monterrey and/or affiliated and/or related entities consider that such information is necessary to identify, communicate with, or take legal action against the User who may be harming or obstructing the rights or property of UDEM and/or affiliated and/or related entities.
3. The University of Monterrey and/or affiliated and/or related entities consider that such information is necessary for the execution of the academic, educational, social, cultural, formative, administrative, and/or operational services and others that UDEM offers and requires.
4. It is necessary to enforce and comply with the Legal Notice: Terms and Conditions of Use of the Website.
5. UDEM receives a judicial or administrative authority request.
6. Required by law.
7. They are part of a private, social, or administrative contract and are necessary for its development and fulfillment.

8. They are subject to processing for medical prevention or diagnosis or the management of health services, provided that such processing is carried out by a health professional subject to confidentiality.
9. Any other requirement set forth by law.

In this way, the User acknowledges that the personal data they enter and/or provide on the Website are accurate and truthful and that if they do not wish to provide their personal data in any part of the Website, they should immediately stop using it. Likewise, the User agrees to be careful with the information they provide, releasing UDEM from the privacy policies of third-party service and/or product providers.

The User gives their consent regarding the personal data provided, which will form part of a file containing their personal profile. The User can exercise their ARCO rights (access, rectification, cancellation, and/or opposition) by contacting the Office of Personal Data of UDEM, through a written request to the address Av. Ignacio Morones Prieto 4500 Pte., 66238, San Pedro Garza García, N. L., or via email to datospersonales@udem.edu, sending a request that must contain and meet the formalities indicated in Article 29 of the LFPDPPP. Once this is done, the area responsible for safeguarding personal data will handle the User's request. The parties also acknowledge that the User's personal data is subject to backups and records of deleted data, so the total deletion of the User's personal data is not entirely possible.

The Responsible Party may deny, in whole or in part, access to personal data, rectification or cancellation, or grant opposition to their processing, in the following cases:

- When the applicant is not the owner of the personal data, or the legal representative is not duly authorized to do so.
- When the personal data of the applicant is not found in the database.
- When the rights of a third party are affected.
- When there is a legal impediment or a resolution by a competent authority restricting access to personal data or not allowing their rectification, cancellation, or opposition.
- When the rectification, cancellation, or opposition has already been carried out.

The Responsible Party states that it has adopted the necessary administrative, physical, and technical security measures to safeguard personal data. Access to personal data will be limited to people who need access to such information to carry out the purposes described herein.

UDEM reserves the right to review and update this Privacy Notice at any time, based on feasible and accepted requests or if the regulations require. If there is any change to this Privacy Notice, UDEM will communicate it by sending an email to the account that UDEM may assign 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.

In this regard, the User is obliged to update their personal data, specifically their email and/or contact details, whenever these are modified, so that UDEM and/or affiliated and/or related entities can provide efficient, effective, and personalized service, as well as to notify any modification or update of the Privacy Notice.

The User confirms that they have read, understood, and accepted this Privacy Notice and therefore give their express consent for the processing and transmission of their personal data (including personal data, sensitive personal data, and sensitive financial and/or asset data) to carry out the purposes described herein. The User also expressly authorizes the Responsible Party to use their photographs and their works, research, and/or publications conducted within UDEM's academic, cultural, administrative, and other related activities, for educational and/or advertising purposes at no cost. The User understands and accepts that this consent may need to be documented in some other form requiring their handwritten, electronic, or other signature.

If I do NOT accept this Privacy Notice, I must refrain from providing any personal data to UDEM. I also acknowledge that since my personal data is necessary for the admission and stay processes at UDEM, my requests and/or ongoing processes will be halted.

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

This Privacy Notice was last modified on June 21, 2018.

This Private Notice 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.