

PRIVACY NOTICE.
(Aviso de Privacidad Integral)

First date of publication: February 16, 2015.

USE OF YOUR PERSONAL DATA.

The privacy of your personal data is of the utmost importance to Federación de Latinoamérica y el Caribe para Internet y el Comercio Electrónico (commercially known as "ECOMLAC"), with address at Rambla República de México 6125, Montevideo, Uruguay, therefore, in his character of Registry of the generic top level domain (gTLD) .LAT (".LAT Registry") hereby assigning Network Information Center México, S.C. with address at Av. Eugenio Garza Sada 427, Offices 4, 5 y 6, Colonia Altavista at Monterrey, Nuevo León, México, in charge of matters regarding privacy.

Federal laws protect your personal data from being used without your consent and proper authorization, therefore the following document will describe which personal data is obtained, how and why it is used, as well as your faculty to exercise the rights of access, rectification, cancellation or opposition.

For .LAT Registry, the gathering of information is necessary in order to carry out all the activities inherent to the provision of the services .LAT Registry has a moral as well as legal obligation to comply with all the safety and legal measures that are deemed adequate to ensure the protection of the personal data gathered for the purposes described herein.

The preceding is for the sole purpose that you have complete control and power of decision over your personal data. For this reason, we recommend that you carefully read the following information.

DEFINITIONS.

.LAT Registry provides you with a list of all the definitions of those words that will be used throughout this Notice so that you may have the utmost clarity in terms of content:

Cookies.

Fragments of information from a web page that are stored in a hard drive of the machine, used to connect to Internet through the page server.

IP Address.

Internet protocol address. It is a numerical identifier used by a device when connecting to Internet, which is assigned by the service provider at the time the connection is made.

Domain Name.

Represents a common identifier of a group of computers or equipment connected to a network. It is a simple internet addressing system designed to allow users to easily locate sites on internet. For the purposes of the present, it will only refer to the domain names under the gtld .LAT.

Internet Resource.

IP Address Blocks and/or ASN numbers (Autonomous System Number).

Website of .LAT Registry

www.nic.lat

Whois.

Data base system used to search existing Domain Names and its primary data, as well as to prove and verify ownership and assignation of Internet Resources; which may be consulted openly through the Website of .LAT Registry.

The terms defined in this section may be used both in singular and plural



HOW YOUR PERSONAL DATA IS OBTAINED.

.LAT Registry obtains, stores and handles your personal data due to the legal relationship with you, the services provided and/or received, as well as any application or contact that you make with .LAT Registry.

It is important that in case you provide personal data to .LAT Registry, the mentioned data belongs to you or that you are the representative of its owner or are authorized to submit it.

Likewise, it is equally important that the data provided by you is correct, complete, truthful, accurate and current so that the personal data can be handled efficiently and safely. Should there be any errors, or update requirement, we ask you to notify us as stipulated herein.

Non-compliance with the preceding paragraph will impede .LAT Registry from providing the required service and could result in the termination or suspension of the contracted services.

In case any form should stipulate that the requested information is optional, the submission of it would be decided by you. This data shall be used to facilitate the provision of the service and to customize it better.

Once you enter to the Website of .LAT Registry, your IP Address is identified, which will only be used for statistical and administrative purposes as well as for providing a better navigation experience to the users. Furthermore, when you receive an email from .LAT Registry your IP address could be identified, which is used only for statistical and administration purposes, and to find out if the email was sent or unread.

COOKIES

Finally, once you enter to the Website of Registry LAT, a temporary cookie will be sent to your hard drive or other technology; the data generated from the cookies, may be used to compile statistical data, examine user behavior, and audit frequency of visits to the Website of .LAT Registry.

These cookies or the other technologies can be disabled through your internet browser.

Even though these cookies can be disabled through the browser, it is necessary that they are active while navigating in the Website of .LAT Registry to ensure proper functioning.

YOUR PERSONAL DATA.

Among the data that .LAT Registry obtains from its users, clients, suppliers and/or any person related to our services can be found in the following classification:

Identification: full name, email address, address, telephone number, mobile number, signature, date of birth, age, nationality, gender, Tax ID Number, Social Security Number, marital status, gender, identification document number.

Patrimonial or financial: data from bank cards and/or bank accounts.

.LAT Registry will only keep personal data during the period of time established in its policies and/or internal procedures with the only purpose of providing you the services.

Identification and financial data is mandatory in order for .LAT Registry to provide the service, thus, the lack of any data thereof will impede the proper conditions from being provided.

USE OF PERSONAL DATA

.LAT Registry uses your personal data for one or several of the following purposes:



PURPOSE	NECESSARY	NOT NECESSARY
<ul style="list-style-type: none"> The negotiation, initiation, fulfillment or termination of the legal relation between .LAT Registry and the data holder, as well as the relation of .LAT Registry with third parties. 	x	
<ul style="list-style-type: none"> The operation, management, administration, provision, and expansion of the services provided by .LAT Registry. 	x	
<ul style="list-style-type: none"> The improvement of services provided by .LAT Registry. 		x
<ul style="list-style-type: none"> Providing, to the holders of the data, access to the Website of .LAT Registry and/or the corresponding system. 	x	
<ul style="list-style-type: none"> The elaboration and analysis of statistics and historical information. 	x	
<ul style="list-style-type: none"> The elaboration and analysis of market researches. 		x
<ul style="list-style-type: none"> Delivery of newsletters related to the services we offer. 		x
<ul style="list-style-type: none"> Delivery of notifications, requirements, and letters, along with the response to your requests in regards to the services offered by .LAT Registry. 	x	
<ul style="list-style-type: none"> The publishing of personal data, whenever applicable, in accordance with the section "Publication of your personal data" of the present Notice. 	x	
<ul style="list-style-type: none"> The transference of personal data, whenever applicable, in accordance with the section "With whom we share your personal data" of the present Notice. 	x	
<ul style="list-style-type: none"> The prevention or accusation in the commitment of illegal acts or events. 	x	
<ul style="list-style-type: none"> Providing you, through .LAT Registry or other companies, information about products and/or services that you might be interested in. 		x

In case your personal data is used for any purpose other than the rendering of services, .LAT Registry shall provide you with the appropriate mechanism so you can revoke your consent at any time in order for us to stop making use of the same. To revoke your consent, you or your legal representative must request it by sending an email to the account: privacidad@nic.lat. Your request will be resolved no later than fifteen (15) business days after it is received.

We inform you that there is the option to limit the use and exposure of your personal data, or, to express your negative to keep on receiving communications and advertising from .LAT Registry. The exercise of these options may be completed at any moment, by sending an email to: privacidad@nic.lat, through which the corresponding procedure will be informed to you and the proper follow-up will be made.

The personal data provided, by any means, without being requested will not be treated and/or used by .LAT Registry; unless it is considered necessary for the beginning of a legal relationship or the provision of a service; therefore, the content of this Notice shall not apply to said data.



HOW YOUR PERSONAL DATA IS PROTECTED.

.LAT Registry has the necessary administrative, technical and physical safety measures to protect your personal data, in order to prevent loss, damage, alteration, destruction or unauthorized use, access or treatment of said data.

The .LAT Registry staff is duly trained and is committed to handle your personal data preserving their confidentiality and privacy.

.LAT Registry being a company committed with the security of your data and the provision of a quality service, on this basis, is aware of the technological developments as well as the inherent risks and, therefore, is committed in implementing and applying the necessary, sufficient and optimal security measures to avoid, to the extent possible, affecting your personal data. In case an emergency or contingency situation arises, .LAT Registry shall immediately adopt the appropriate procedure to solve any problems that could be generated.

In addition to the security measures implemented by .LAT Registry for the protection of your personal data, the personal, financial and patrimonial data that .LAT Registry obtains is treated according the recommendations of the Payment Card Industry Data Security Standard (or PCI DSS by its acronym in English).

WITH WHOM MAY WE SHARE YOUR PERSONAL DATA.

In order for .LAT Registry to provide its services and fulfill the objectives of the present Notice, it may reveal and/or transfer, either partially or fully, personal data to foreign or domestic third parties in the following cases:

PURPOSE	NECESSARY	NOT NECESSARY
<ul style="list-style-type: none">To banking institutions and other related providers, due to payment processes.	x	
<ul style="list-style-type: none">To persons related to .LAT Registry for purposes regarding the service, testing, review and certification in tax and administrative matters.	x	
<ul style="list-style-type: none">To providers who assist .LAT Registry in the effective implementation of the services.	x	
<ul style="list-style-type: none">To third parties in order to comply with related provisions stated in the applicable law and/or judicial or administrative resolutions.	x	
<ul style="list-style-type: none">To the competent authority when they require it.	x	
<ul style="list-style-type: none">To third parties in order to provide and/or protect the provision of services, security, rights and/or interests of you, the staff, the clients and/or the providers of .LAT Registry or the general public.	x	
<ul style="list-style-type: none">To third parties that require information for the exercise of a right or an action.	x	
<ul style="list-style-type: none">To national and international institutions that regulate the services.	x	



PUBLICATION OF PERSONAL DATA.

.LAT Registry as part of its service will publish, totally or partially, necessary personal data in the following cases, though not limited to these:

In the Whois and/or in the personal data system associated to a Domain Name, Internet Resources or any other service;

In the Website of .LAT Registry and/or in the personal data system of service providers related to .LAT Registry;

In pertinent media when publication is required in cases of judicial, administrative, alternative dispute resolutions or any other request by the corresponding authority.

The publications mentioned herein are mandatory according to the services and the international standards of the industry. Any limitation or opposition to these publications shall impede the provision of any service or preclude your possibility of being our supplier.

RIGHTS.

In accordance with the applicable legislation, you or your duly accredited legal representative may exercise the rights of access, rectification, cancellation and opposition (ARCO, as for its acronym in Spanish) directly with the person in charge of the protection of personal data in .LAT Registry.

I. Access. You, at any time, may request disclosure as to what information of yours has been gathered and retained.

II. Rectification. In case any data is inaccurate or incomplete, you may request a correction by annexing the proper documentation to prove the said modifications.

III. Cancellation. A cancellation may be requested at any time when you consider that your data is not being treated in accordance with the applicable legislation. All data shall enter a blocking period, during which they may not be used, in order to proceed later on to its suppression.

IV. Opposition. The owner of the data may refuse the use of his/her personal data under justifiable causes.

In order to facilitate the exercise of your rights, it will be necessary for you or your legal representative to submit a request to the following email address: privacidad@nic.lat , where your request will be addressed along with any concerns.

To exercise any ARCO right, the following procedure must be completed:

Step 1

Legal department is contacted through email at privacidad@nic.lat , requesting the exercise of an ARCO right

Step 2

Legal department requests the fulfillment of requirements to the data owner, according to the legislation, and analyzes the case

Step 3

Once the requirements of the previous step are fulfilled, the Legal department has a 20 day period to determine its



feasibility,

Step 4

In case the request is suitable, the ARCO right is executed (within the next 15 days)

According to the current legislation, the requirements to be fulfilled on the procedure (step 2) are the following:

- Data owner name and email in order to submit the response to its request.
- Documents to demonstrate its identity, or, its legal representation.
- Clear and accurate description of the personal data to which the ARCO exercise is intended
- Any other element or document that enables the location of the personal data

The Website of .LAT Registry has links to other websites, therefore, we recommend you review the privacy notice for each one. Registry LAT will not be held responsible for any information that you disclose on any other website.

UPDATES AND/OR MODIFICATIONS.

.LAT Registry maintains constant updates and revisions to the present Notice. Any modification or update shall be published on the .LAT Registry Website five (5) Days in advance or when applicable legislation requires it, so that any opposition can be manifested to the handling of personal data.

In case .LAT Registry needs to handle your personal data under a provision not included in this Notice, notification by email will be made for you to be able to manifest what better suits your interests in the timeframe stipulated in the email. If there is not a response received, it shall be understood that you agree to the new modifications regarding the handling of personal data.

INFORMATION ON .LAT REGISTRY

.LAT Registry is responsible for the handling of personal data, as stipulated in this Notice assigning Network Information Center México, S.C. in charge of matters regarding privacy.

In case of questions, commentaries and suggestions, as well as exercising any access, rectification, cancellation and/or opposition rights, please contact us by sending an email to the account: privacidad@nic.lat.

Address:

“ECOMLAC”

Federación de Latinoamérica y el Caribe para Internet y el Comercio Electrónico
Rambla República de México 6125,
Montevideo, Uruguay

Network Information Center México, S.C.
Av. Eugenio Garza Sada 427, Locales 4, 5 y 6,
Colonia Altavista en Monterrey, Nuevo León, México.

Starting date of enforcement: February 16, 2015.



The English version of this document has no legal value, it is provided solely as a means to facilitate the reading and understanding of the Spanish version, it is not a substitute to the legal validity of the Spanish version. In case of any controversy, the text in the Spanish version shall in all cases apply.

