



WWW.JIWECOTOURS.COM

info@jiwaecotours.com

+1 (514) 638 3157

Registro Nacional de Turismo (RNT) N° XXXX

JIWA contributes financially to FONTUR

PRIVACY POLICY

Formal contractual version

(English)

1. Scope and Application

This privacy policy ("Policy") describes in detail the practices of JIWAecotours.com S.A.S. ("JIWA", "we", "us"), a travel agency duly registered in Colombia, regarding the collection, use, processing, disclosure, retention, and protection of the personal information of its clients and service users ("you"). This Policy applies to all personal data you provide to us, whether through our website, by email, instant messaging, or during any other direct contact with our team. It has been drafted in strict compliance with the General Regime for the Protection of Personal Data of the Republic of Colombia, primarily Statutory Law 1581 of 2012 and its regulatory decrees (notably Decree 1377 of 2013). Legal Status and Protections (Colombian Law)

2. Responsibility and Roles

JIWA acts as the Data Controller (Responsable del Tratamiento) of the personal information you entrust to us. As such, we are legally responsible for defining the purposes and means of processing your data and ensuring its protection. To ensure proper governance, JIWA has appointed a Data Protection Officer, who is the primary point of contact for any questions regarding this Policy and the exercise of your rights. Their role is to oversee all our internal processes to ensure continuous compliance with current legislation.

3. Collection, Consent, and Types of Data

3.1. Prior, Express, and Informed Consent:

JIWA adheres to the principle of data minimization and only collects personal information that is strictly necessary for the legitimate and explicit purposes described in Article 4. Your prior, express, and informed consent for the processing of your data is an indispensable condition that we request clearly at the time of booking or initial collection. This consent is documented and retained as proof of your authorization. It is important to note that refusing to provide personal data identified as essential for the provision of the service (e.g., full name, passport number for a flight reservation) will make it materially impossible to conclude the travel contract.

3.2. Types of Data Collected:

To provide our services, we may collect the following types of data:



WWW.JIWECOTOURS.COM

info@jiwaecotours.com

+1 (514) 638 3157

Registro Nacional de Turismo (RNT) N° XXXX

JIWA contributes financially to FONTUR

PRIVACY POLICY

Formal contractual version

(English)

Identification Data: Full name, passport number, nationality, date of birth

Contact Data: Email address, phone number, postal address, emergency contact information

Travel Data: Travel preferences, travel history with JIWA, flight information (if applicable).

Sensitive Data (with reinforced explicit consent): Dietary restrictions, allergies, relevant information about physical condition or health status necessary to ensure your safety during certain activities.

Transactional Data: Information related to payments and billing (without retaining full credit card details).

4. Purposes of Data Processing

Your personal information is collected and processed exclusively for the following purposes, which are directly related to our business relationship:

a) Execution of the Travel Contract: This is the primary purpose. It includes managing the entire booking process, issuing service vouchers, confirming accommodations, booking ground transportation, coordinating with local guides, and organizing all activities and excursions planned in your itinerary.

b) Communication and Assistance: Using your contact details (email, phone number, WhatsApp contact) to send you all relevant information before, during, and after your trip. This includes sending your detailed itinerary, practical tips, important updates, and providing you with real-time assistance during your stay in Colombia.

c) Legal and Regulatory Compliance: Meeting the requirements of Colombian authorities, such as immigration obligations (transmission of passenger information), tourism regulations, tax requirements (invoicing), and any other legal obligation to which JIWA is subject as a tour operator.

d) Safety and Emergency Management: Using your emergency contact information or relevant health data (only if you provide it to us and explicitly consent) to ensure your safety, prevent risks, and effectively manage any medical or other emergency situation that may arise during your trip.



WWW.JIWECOTOURS.COM

info@jiwaecotours.com

+1 (514) 638 3157

Registro Nacional de Turismo (RNT) N° XXXX

JIWA contributes financially to FONTUR

PRIVACY POLICY

Formal contractual version

(English)

e) Processing of Sensitive Data: Personal information considered sensitive, such as health-related information (allergies, medical conditions, etc.), is collected only with your explicit and separate consent. Its processing is limited to the strict purpose of ensuring your safety and well-being during the trip and is subject to enhanced security measures.

5. Disclosure to Third Parties (Data Processors)

For the execution of your trip, JIWA must necessarily communicate some of your personal information to third parties. These entities (hotels, transportation companies, tour guides, specific activity operators, etc.) act as Data Processors (Encargados del Tratamiento). We only share the information strictly necessary for the provision of their respective service (e.g., your name to a hotel, your dietary restrictions to a restaurant). Each of these third parties is bound to JIWA by a data transmission agreement that obligates them to use your information only for the agreed-upon purpose and to implement security and confidentiality measures at least equivalent to those described in this Policy.

6. International Data Transfer

As part of our operations, it is possible that your personal data may be stored or processed on computer servers (Cloud services) located outside of Colombian territory. In such cases, JIWA ensures that these transfers are made only to countries that offer adequate and comparable levels of data protection to those required by Colombian law. We formalize these transfers through contractual clauses and compliance declarations with the Superintendencia de Industria y Comercio (SIC), thereby ensuring that the protection of your data is not compromised, regardless of where it is physically stored.

7. Security Measures and Retention Period

The security of your information is an absolute priority. JIWA implements appropriate technical, human, and administrative security measures to protect your information against loss, unauthorized access, misuse, alteration, or disclosure. This includes data encryption, strict access controls, and training for our staff. We retain your personal data for the period strictly necessary to fulfill the purposes for which it was collected, as well as to comply with our legal and regulatory obligations. For example, transactional data and contractual documents are kept for a minimum period of ten (10) years to comply with the requirements of the Colombian Commercial Code. Data collected solely for the logistics of



WWW.JIWECOTOURS.COM

info@jiwaecotours.com

+1 (514) 638 3157

Registro Nacional de Turismo (RNT) N° XXXX

JIWA contributes financially to FONTUR

PRIVACY POLICY

Formal contractual version

(English)

a specific trip will be deleted or anonymized within twelve (12) months after the end of the trip. Once these periods have elapsed, your data is securely deleted or anonymized.

8. Rights of Data Subjects (Your Rights)

In accordance with Article 8 of Law 1581 of 2012, as the owner of your personal data, you have the following fundamental rights:

Know and Access: The right to know what information we hold about you and to access it free of charge

Update and Rectify: The right to request the correction of your data if it is partial, inaccurate, incomplete, or misleading.

Delete (Right to be Forgotten): The right to request the deletion of your data when its processing does not comply with current principles and laws.

Revoke Authorization: The right to withdraw your consent for the processing of your data at any time, unless there is a legal or contractual obligation to retain it.

Request Proof of Consent: The right to obtain a copy of the authorization you have granted us.

8.1. Procedure for Exercising Rights

To exercise any of these rights, please send a written request to the contact email indicated in Article 10, specifying your full name, identification number, and the right you wish to exercise. Your request will be processed in accordance with the law. A response to your query will be provided within a maximum of ten (10) business days from the date of receipt. If a more in-depth investigation is necessary, this period may be extended by an additional five (5) business days, of which you will be duly informed.

9. Cookies and Tracking Technologies

Our website uses cookies to improve your browsing experience, analyze traffic, and ensure the proper functioning of the platform. We have a specific policy that details the types of cookies we use, their purposes, and how you can manage and disable them. For more details, please consult our Cookie Management Policy.



WWW.JIWECOTOURS.COM

info@jiwaecotours.com

+1 (514) 638 3157

Registro Nacional de Turismo (RNT) N° XXXX

JIWA contributes financially to FONTUR

PRIVACY POLICY
Formal contractual version
(English)

10. Contact

For any questions or concerns regarding this Policy, or to exercise your rights as a data subject, please contact our Data Protection Officer at the following email address: protecciondatos@jiwaecotours.com.

We are committed to responding to your request within the legal timeframes established by Colombian law.