

DATA PRIVACY POLICY EYÉNDIRA HERRERA S.A.S

EYÉNDIRA HERRERA S.A.S, commercial company identified with NIT 900799669-0 as the one in charge of personal data processing, has decided on their Personal Data Privacy Policy, reflected as follows:

A.OBJECTIVE OF THE PROCESSING DATA POLICY EYENDIRA HERRERA S.A.S.

Comply with the current regulations on personal Data Protection, especially the ones established by the law 1266 of 2008, 1581 of 2012, decree 1377 of 2013, sentence C748-2011 and any other modifications, additions or complements. The company presents their data processing policy regarding the protection of personal information ("policy" from now on) and the recollection, usage and transfer of it, taking into consideration the right given by those whose information belongs to (owner). In this policy, EYENDIRA HERRERA S.A.S defines in detail the general corporate guidelines that are considered when it comes to protecting the personal data of the owners, as well as the purpose of the recollection of information, rights of the owners, area responsible for addressing complaints and claims and steps to follow to get to know, update, rectify and suppress information. EYENDIRA HERRERA S.A.S In compliance with the constitutional right to HABEAS DATA, only gathers personal information when given previous authorization by the owner, implementing clear measures on confidentiality and privacy of personal data.

B. DEFINITIONS INTENDED FOR THE PROCESSING POLICY. As to understand this Policy, the following definitions will be taken into account: a) Authorization: prior, express and informed consent of the owner to carry out the processing of personal data. B) Owner: Natural or legal person whose information is being processed. C) Assignee or Successor: A person who has been legally assigned to succeed another due to their death. (Heir). d) Habeas data: the right of any person to know, update and rectify their information collected on a database and in public or private records. e) Responsible of processing: Natural or legal person, public or private, that by themselves or in association with others, makes decisions about the database and/or the processing of the information. f) Personal data: Any information linked or associated to one natural person or several natural people. g) Processing or handling: Any action or actions taken on personal data, such us recollection, storage, usage, association or removal. h) Processing Policies regarding the protection of Personal Data: it refers to this document. i) Sensitive Data: information that affects the privacy of the Owner or which inadequate use can create discrimination.

C. PRINCIPLES FOR THE PROCESSING OF PERSONAL DATA. In agreement with the article 4 from the law 1581 of 2013, the principles that regulate the processing of Personal Data are: a) Principle of legality in the field of Data Processing: The processing of data that the law 1581 refers to is a regulated activity that needs to be adhered to what has been established in it and to any other dispositions that work around it. b) Principle of purpose: The processing of the data needs to be done with a specific, legit purpose in agreement with the National Constitution and the law, which must be inform to the owner. c) Principle of freedom: The processing of the data can only be done with the previous, expressed and informed consent of the owner. No personal information can be obtain or disclosed without previous authorization, or in the absence of legal or judicial order that provides consent. d) Principle of truth or quality: The information subject to treatment must be truthful, complete, accurate, updated, verifiable and understandable. The processing of partial, incomplete, fractioned or misleading data is forbidden. e) Principle of transparency: During the processing of the data, the right of the owner to obtain from the responsible or the one in charge, at any time and without restrictions, information about the existence of data concerning him must be respected and assured. f) Principle of access and restricted

circulation: the processing of data is bounded by the nature of the information given. Due to this, the treatment can only be done by people authorized by the Owner and / or by the people provided for in this law. g) Principle of security: The information subject to treatment or processing by those in charge referred to in this law, shall be handled with the technical, human and administrative measures that are necessary to grant security to the records, avoiding their adulteration, loss, consultation, unauthorized or fraudulent use or access. h) Principle of confidentiality: All people involved in the processing of personal data that are not of public nature must guarantee to hold in reserve all the information, even after the end of their relationship with any of the tasks related to the data, being able to only supply or communicate this personal data when it leads to the development of the activities authorized in this law and in its terms.

D. AUTHORIZATION EYENDIRA HERRERA S.A.S At the time of the recollection of personal data, an authorization will be requested from all owners, informing the specific purposes of processing for which this consent has been given. The owner`s authorization can be provided in: (i) writing, (ii) verbally o (iii) through unmistakable behaviors that allow the ones in charge to reasonably conclude that the authorization was granted. EYENDIRA HERRERA S.A.S will keep rightful evidence of these authorizations respecting the principles of confidentiality and privacy of the information.

E. PURPOSES OF THE PROCESSING OF THE DATA. The owners` Personal Data will be recollected by EYENDIRA HERRERA S.A.S in sync with the development of its corporative social objective, with the purpose of: a) Carry out advertising and marketing campaigns to offer discounts or product sales. b) Implement customer loyalty programs. c) Prepare marketing research to establish customers` preferences or determine payment habits. d) Carry out research on types of credit, collection and credit risks. e) To stablish commercial partnerships, events or institutional programs directly or in association with third parties. f) Verification of data through consultation with public or central risk databases. g) Georeferencing activities and statistical studies. h) Send information about activities created by the company or any information that may be of public interest throughout different sources or media. i) Contact others to inform about the process of collection of obligations. j) Comply with the legal obligations of information to the administrative parties, as well as the competent authorities that require it. k) Share with third parties that work with the company and, in order to fulfill their job duties, need to somehow have access to the information, such as providers of courier services, advertising agencies, collections houses, pension and severance funds, banking entities, among others. l) Conduct the consultation and reporting of the obligations to the credit risk centers. m) Any other purpose that may eventually result while the contract is being carried on or during the business relationship between EYENDIRA HERRERA S.A.S and the owner. The information provided by the Owner will be used for all the purposes and reasons given in this document, and once there is no need to process any Personal Data, this information can be removed, at liberty of EYENDIRA HERRERA S.A.S, from EYENDIRA HERRERA S.A.S database or store in safe terms for the purpose of being disclosed only when the law so requires it. The company, within the development of their social objective and with the purpose to carry out the activities described before, collects form the Owners personal information such as name, address, phone number, I.D number, email address. This is justified by EYENDIRA HERRERA S.A.S`s type of company, which its main objective is the design, manufacturing and marketing of clothing.

F. PROCEDURES FOR THE PROCESSING OF PERSONAL DATA. EYENDIRA HERRERA S.A.S collects Personal Data through their stores and alternative sources

implemented by them. This activity implies the prior, communicated and informed authorization of the Owner. The Personal Data collected by the company are stored through a duly licensed Software that is regulated by specialized contractors in the field, with whom confidentiality agreements are signed for the adequate protection of information, in order to protect and maintain the confidentiality of the Owners` Personal Data, the Company determines that the process for knowing, updating, rectifying and deleting information implies the Owner`s duty to personally show up and present the original identity document at the EYENDIRA HERRERA S.A.S store, making a verbal or written request. It is imperative to stablish that the request for suppression of the information and the revocation of the authorization, will not proceed or be valid when the Owner has a legal or contractual duty with EYENDIRA HERRERA S.A.S.

G. VALIDITY OF THE POLICY. This current Policy of Personal Data Processing of EYENDIRA HERRERA S.A.S stands from April 16th 2016.