

# Privacy Policy



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Approved by: **Board of Directors**

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## Personal Data Privacy Policy

### 1. Introduction

This Privacy Policy describes the processing that Profonanpe provides to the personal data collected from users through its official web portals (<https://profonanpe.org.pe/> and <https://perupornaturaleza.com/es>).

This policy adheres to the provisions established in Law No. 29733 – Personal Data Protection Law, its Regulations, and the Information Security Directive issued by the National Authority for Personal Data Protection, guaranteeing respect for the rights of the subjects and the application of appropriate security measures in the handling of information.

### 2. Objective

To establish the principles, guidelines, and procedures for the proper protection and processing of personal data managed by Profonanpe, ensuring the rights of the data subjects and compliance with current regulations.

### 3. Scope

This policy applies to all personal data processing activities carried out by Profonanpe in the development of its institutional functions, in both physical and digital formats. Processing is conducted on personal data banks held by Profonanpe, which are duly registered with the National Authority for Personal Data Protection in accordance with Law No. 29733 and its regulations.

### 4. Field of Application

This Privacy Policy is applicable to the processing of personal data collected through the official web portals of “Profonanpe” and “Perú por Naturaleza” (Peru by Nature), including the collection, use, storage, transfer, and deletion of information provided by users.



## 5. Definitions

- **Personal Data Bank:** A set of computerized or non-computerized data regarding natural persons, structured according to specific criteria that allow for access to personal data without disproportionate effort, whether centralized, decentralized, or distributed functionally or geographically.
- **Personal Data:** Information that identifies or can identify a natural person. This includes numeric, alphabetic, graphic, photographic, or acoustic information, as well as information regarding personal habits, location, online identifiers, or any other type concerning the physical, economic, cultural, or social aspects of natural persons that identifies them or makes them identifiable. A person is considered identifiable when their identity can be verified directly or indirectly by combining data using means that can reasonably be utilized.
- **Sensitive Data:** Information related to genetic or biometric data of a natural person, neural data, moral or emotional data, facts or circumstances of their affective or family life, personal habits corresponding to the most intimate sphere, information relative to trade union affiliation, physical or mental health, or other analogous data that affects their privacy.
- **Data Subject:** The natural person to whom the personal data refers.
- **Processing:** Any operation or set of operations, whether or not automated, performed on personal data or sets of personal data.
- **Cookies:** Small text files stored on a user's device when they visit a website. They allow for the recollection of browsing information and improve the site's functionality.
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## 6. Data Collection and Personal Data Bank Registration

Users are not required to provide personal data to visit our web portals (<https://profonanpe.org.pe/> and <https://perupornaturaleza.com/es>), However, there are instances where providing specific, necessary information will be required to adequately address your request.

In the case of the Profonanpe institutional portal, personal data may be required when you:





- Submit requests, complete application forms, subscribe to our newsletter, or participate in events promoted by Profonanpe.
- Submit a complaint or report via the website, where only basic contact information (name, surname, and email address) will be requested to confirm the receipt, management, and outcome of your complaint. The remaining fields on the form are optional, including sensitive data regarding racial and ethnic origin, which will only be used for statistical purposes and to improve service in the corresponding language or dialect.

In the case of the *“Perú por Naturaleza”* (Peru by Nature) portal, if a user chooses to make a donation, they will be asked for identification and contact details such as full name, country, city, mobile phone number, and email address. This information is necessary for recording donations, as well as for preparing and delivering donation certificates. Additionally, users may create a personal account to access and review information regarding their donations.

All collected information will be stored in Profonanpe’s Personal Data Banks, which are duly registered with the National Authority for Personal Data Protection, in accordance with the provisions of Law No. 29733 – Personal Data Protection Law and its Regulations.

## 7. User Consent

Sending data through our forms implies express acceptance of the information processing for the indicated purpose.

**General Consent:** By filling out the forms for the consultation and suggestions mailbox, virtual classroom, inquiries, calls (jobs, projects, contests), newsletter subscriptions, complaints, or reports, the user provides consent for the processing of the provided data exclusively for said purposes.

**Consent for Sensitive Data:** In the event that the processing of sensitive data is required, the user may review the purpose for using such data and may provide their explicit consent independently for the processing thereof.

## 8. Responsibility for Provided Information

- It is the user's responsibility to ensure that the personal data provided is true, complete, accurate, up-to-date, and corresponds to their true identity.
- Any type of damage or harm, direct or indirect, resulting for Profonanpe or third parties as a consequence of the partial or total non-compliance with the obligation referred to in the previous point, will be the sole and exclusive responsibility of the user who provided the information.

## 9. Information Processing

- The personal data provided will be processed solely for the **specific purpose** for which it was supplied.
- Profonanpe does not use the user's personal data for any purpose other than that expressly provided for in this Privacy Policy, unless it is a purpose expressly permitted or required by the applicable current regulations or if Profonanpe has previously obtained the user's due consent.

Profonanpe will not transfer, share, or assign any of the user's personal data to third parties without the latter's prior and express consent, except when such communication is required by current legislation, by court order, or by a competent authority.

## 10. Data Retention Period

Personal data will be kept only for the time necessary to fulfill the purpose for which it was collected or as required by current regulations. Once such purpose has been fulfilled, the information will be deleted in an irreversible and secure manner.

## 11. Security Measures

Profonanpe implements appropriate technical and organizational measures to protect personal data from unauthorized access, alteration, loss, or any other improper processing.



## 12. Third-Party Links

The website may contain links to other portals that are not part of Profonanpe. It is the user's responsibility to review the privacy policy of those sites, as Profonanpe does not assume any responsibility for data processing in such external environments.

## 13. Cookies

At Profonanpe, we use cookies on our official websites (<https://profonanpe.org.pe/> and <https://perupornaturaleza.com/es>) with the aim of improving the browsing experience, analyzing portal usage, and optimizing our services.

These cookies may be:

- **Essential:** Necessary for the proper functioning of the sites.
- **Analytical:** Oriented towards obtaining usage statistics and improving functionality.
- **Third-party:** When external services such as Google Analytics are integrated.

In no case do cookies collect identifying personal information such as names or email addresses. Some tools may record IP addresses solely for statistical purposes, without this allowing for the direct identification of users.

Users can manage or disable cookies at any time from their browser settings. We recommend periodically reviewing this Privacy Policy to stay informed of any potential updates.

## 14. Review, Update, and Modifications to the Privacy Policy

Profonanpe reserves the right to review, update, and modify this Privacy Policy based on regulatory changes or internal improvements. It is recommended to consult this policy every time you use the website to remain aware of any updates.

## 15. Exercise of Rights (ARCO)

Users may exercise their right to access, rectify, cancel, or oppose their personal data (ARCO rights) by written request via email to [mesadepartes@profonanpe.org.pe](mailto:mesadepartes@profonanpe.org.pe) or in person at the institution's address located at Jr. Félix Dibos N°400, Magdalena del Mar district, province and department of Lima. In any case, the user must attach a copy of their DNI (National Identity Document) or corresponding identification document.

Likewise, the user may revoke their consent at any time through the same means, expressly indicating the decision to withdraw their authorization for any of the consented purposes.

Profonanpe will attend to the request in accordance with the deadlines and procedures provided by personal data protection regulations.

## 16. Implementation and Monitoring

The Information Technology Office is responsible for implementing this policy, ensuring its compliance, monitoring the proper management of personal data, as well as reporting security incidents and coordinating improvement actions.

## 17. Dissemination

The policy will be disseminated through official internal and external communication channels and will be accessible from the institutional website. All personnel and third parties who process personal data on behalf of Profonanpe must know and comply with these provisions.