

Privacy Policy for Customers in Latin America

Promed Swiss SA is committed to protecting the privacy of its customers in Latin America, ensuring compliance with data protection laws in force in the various countries in the region. These include:

- **Brasil** : Lei Geral de Proteção de Dados Pessoais (LGPD)
- **Mexico** : Ley Federal de Protección de Datos Personales en Posesión de los Particulares (LFPDPPP)
- **Argentina** : Ley de Protección de los Datos Personales (Ley 25.326)
- **Cile** : Ley N° 19.628 sobre Protección de la Vida Privada
- **Colombia** : Ley 1581 de 2012 y Decreto 1377 de 2013
- **Perù** : Ley de Protección de Datos Personales (Ley N° 29733)

This policy explains in detail how we collect, use, share, and protect your personal data in accordance with local laws.

1. Personal data we collect

Depending on the service requested and the regulations of your country of residence, we may collect the following categories of personal data:

1.1 General data

- First name and last name
- Residential address
- Telephone number
- Email address
- Personal documents, identity card, passport, residence permits, and other personal documents.

1.2 Financial and Payment Data

- Credit or Debit Card Information
- Banking Information for Transaction Processing
- Purchase and Transaction History

1.3 Browsing and Technology Data

- IP Address and Device Identifiers
- Cookies and Tracking Technologies
- Data about Your Website Navigation and User Preferences

1.4 Sensitive Data (Only if Necessary and with Explicit Consent)

In some cases, we may collect information deemed sensitive by law, such as:

- Health Data (if necessary to provide a specific service)

For the collection and processing of sensitive data, we will always obtain your explicit consent, as required by the LGPD (Brazil) and similar regulations in Argentina, Colombia, and other countries.

2. Purposes of Data Processing

We use your personal data to:

- Provide our products and services (e.g., order processing, shipping, billing).
- Improve the customer experience by analyzing data on purchasing preferences and personalizing offers.
- Ensure the security of transactions by preventing fraud and unauthorized access.
- Communicate with you by sending updates on orders, special offers, or changes to the terms of service.
- Respond to customer support and service requests.
- Comply with legal obligations, as required by local regulations.

3. Legal Basis for Data Processing

We process your data only when we have a valid legal basis, which may include:

- Explicit consent: When required by law (e.g., for sensitive data or direct marketing activities).
- Performance of a contract: When the data is necessary to provide you with a requested service.
- Legal obligation: When the law requires us to retain or provide data to authorities.
- Legitimate interest: When we use data to improve our services, prevent fraud, or ensure security.

In compliance with regulations in Brazil (LGPD) and Argentina (Ley 25.326), your explicit consent will be requested for certain specific processing activities.

4. Sharing of personal data

Your personal data may be shared with:

- Third-party service providers, such as payment, logistics, IT, and marketing platforms.
- Government authorities, if required by law or to comply with legal obligations.
- Advertising partners, but only with your explicit consent (if required by local law).
- Sharing for direct marketing purposes only with your consent.
- Profiling only with your explicit consent.

If your data is transferred outside of your country (e.g. to servers in the United States or Europe), we ensure that it is protected by appropriate measures, such as the Standard Contractual Clauses approved by the European Union or other safeguards required by local nLPD privacy law.

To exercise your rights, you can contact us at sales@promedswiss.ch or call +4191 980 39 45

6. Data Storage and Security

We implement appropriate technical and organizational measures to protect your personal data from unauthorized access, alteration, disclosure, or destruction. These measures include:

- Data encryption.
- Strict access controls.
- Continuous monitoring of our IT infrastructure.
- Staff training on data protection.

7. International Data Transfers

If your data must be transferred outside of your country, we ensure this is done in compliance with local regulations. We use protective measures such as:

- Standard Contractual Clauses (for transfers to countries with less stringent privacy laws).
- Specific agreements with suppliers to ensure processing complies with local laws.

8. Changes Policy

We reserve the right to update this Policy. Any changes will be communicated via our website.

9. Contact Us

For questions or requests regarding privacy, you can contact us at:

 Email: sales@promedswiss.ch

 Phone: +4191 980 39 45