



Personal Data Processing Policy WORLD SONG CUP

INTRODUCTION

The following document contains the Personal Data Protection Policy of World Song Cup, which is required by law under Article 13 of Decree 1377 of 2013. The content of this document is made available by World Song Cup to the community so that everyone is aware of the policies established by the organization regarding the processing of personal data.

WHO WE ARE

Name or Business Name: Elkin Orjuela Corzo (World Song Cup)

NIT: 91530915

Phone Numbers: 3204949526

Address: Calle 44 # 29^a -41, Office 209

Email: contact@worldsongcup.com

Website: www.worldsongcup.com

1. DEFINITIONS

Definitions are generally of a legal or regulatory nature, whether established by law or decree. However, in this chapter, in addition to the definitions established at the regulatory level, a brief explanation is provided to ensure full understanding by the general public.

The following definitions are essential to understand these policies, As established in Article 3 of Law 1581 of 2012:

Authorization: Prior, express, and informed consent of the Data Subject to carry out the Processing of personal data. It is, in essence, the permission granted by the individual whose personal data will be processed.

Database: An organized set of personal data that is subject to Processing. Databases can exist in physical formats or be stored on electronic devices.

Personal Data: Any information linked or that can be associated with one or several identified or identifiable individuals.

Data Processor: A natural or legal person, public or private, who, by themselves or in association with others, processes personal data on behalf of the Data Controller. This includes activities such as collection, storage, use, circulation, deletion, updating, commercialization, publication, or any other activity requiring the Data Subject's consent.



Data Controller: A natural or legal person, public or private, who, by themselves or in association with others, decides on the database and/or the Processing of personal data. The Data Controller is the entity or person authorized by the Data Subject for the Processing of their personal data. The roles of Data Controller and Data Processor may coincide in a single natural or legal person.

Data Subject: A natural person whose personal data is subject to Processing. The Data Subject grants authorization for the Processing of their data through mechanisms provided by the Data Controller.

Processing: Any operation or set of operations performed on personal data, such as collection, storage, use, circulation, or deletion. It may also include publication, distribution, commercialization, updating, verification, or any other activity requiring the Data Subject's consent.

As established in Decree 1377 of 2013:

Privacy Notice: A verbal or written communication generated by the Data Controller, directed to the Data Subject for the Processing of their personal data. It informs them about the existence of the information Processing policies applicable to them, how to access them, and the purposes of the Processing of their personal data.

Public Data: Data that is not semi-private, private, or sensitive. Public data includes, among others, data related to a person's marital status, profession or occupation, and status as a merchant or public servant. By nature, public data can be found in public records, public documents, official bulletins, and judicial rulings.

Sensitive Data: Data that affects the privacy of the Data Subject or whose misuse may lead to discrimination, such as those revealing racial or ethnic origin, political orientation, religious or philosophical beliefs, trade union membership, social organizations, human rights organizations, political party affiliations, as well as health data, sexual life data, and biometric data. The protection of such data aims to safeguard fundamental rights and guarantees.

Data Transfer: When the Data Controller and/or Data Processor, located in Colombia, sends personal data to a recipient who is also a Data Controller and is located inside or outside the country. The transfer of personal data must be duly authorized by the Data Subject.

Data Transmission: The communication of personal data within or outside Colombia for Processing by a Data Processor on behalf of the Data Controller.

2. PURPOSE

World Song Cup adopts the following Policies for the Processing of Personal Data in order to ensure the security of personal information belonging to:

Artists
Fans
Managers



Partners
Sponsors
Other interested parties
Employees

And all personnel involved with the brand, in compliance with Law 1581 of 2012, Decree 1377 of 2013, and other applicable regulations.

3. SCOPE OF APPLICATION

This policy applies to the Processing of Personal Data carried out within Colombian territory. The principles and provisions contained in this Policy apply to any database containing personal data collected for various purposes established by the Institution, acting as the Data Controller.

4. APPLICABLE PRINCIPLES

In the development of Law 1581 of 2012, the following principles shall be applied harmoniously and integrally:

Principle of Legality: Processing is a regulated activity that must comply with the provisions of the law.

Principle of Purpose: Processing must serve a legitimate purpose under the Constitution and the Law, which must be informed to the Data Subject.

Principle of Freedom: Processing can only be conducted with the prior, express, and informed consent of the Data Subject.

Principle of Truthfulness or Quality: Information must be accurate, complete, updated, verifiable, and understandable.

Principle of Transparency: The Data Subject has the right to obtain information about their data at any time and without restrictions.

Principle of Restricted Access and Circulation: Personal data, except for public information, should not be available on the internet or other mass communication media unless access is technically controlled.

Principle of Security: Information must be handled with necessary technical, human, and administrative measures to prevent unauthorized access, loss, or modification.



Principle of Confidentiality: Individuals involved in Processing must ensure data confidentiality even after their contractual relationship ends.

5. DATA SUBJECT RIGHTS

Individuals whose Personal Data is processed by World Song Cup have the following rights, which they may exercise without limitation:

- To know what Personal Data is being processed by World Song Cup.
- To request updates or corrections to their data if it is incomplete, inaccurate, or misleading.
- To request a physical or electronic record of their consent for data Processing.
- To be informed in advance about the purposes for which their Personal Data is used.
- To request the deletion of their Personal Data under specific conditions.

6. AUTHORIZATIONS FOR THE PROCESSING OF PERSONAL DATA WORLD SONG CUP

will request prior, express, and informed authorization from the Data Subjects whose Personal Data it requires to process. This expression of will by the Data Subject may be given through different mechanisms provided by the brand, such as:

In writing, by filling out an authorization form for the Processing of Personal Data determined by WORLD SONG CUP.

By email, in which case a record of their express statement will be kept.

IMPORTANT: Under no circumstances will WORLD SONG CUP interpret the silence of the Data Subject as an unequivocal action.

7. PROCEDURE FOR EXERCISING THE RIGHTS OF DATA SUBJECTS

In compliance with constitutional and legal provisions regarding the protection of Personal Data, WORLD SONG CUP informs interested parties of the following procedure:

The Data Subject and/or their representative must prove their identity by providing a copy of the relevant document and their identity document, which may be submitted in physical form or by email if the documents have been digitized. If the Data Subject is represented by a third party, the respective power of attorney must be submitted, duly recognized before a Notary. The attorney-in-fact must also prove their identity under the indicated terms.



The request to exercise any of the mentioned rights must be made in writing, either in physical form or by email if the documents have been digitized. Such request may be sent to the main address at Calle 44 # 29^a – 41, Office 209, or to the email address enabled by WORLD SONG CUP for Habeas Data requests (contact@worldsongcup.com). The institution may provide other means for the Data Subject to exercise their rights.

For inquiries related to information on the procedures, the telephone number +57 3204949526 is available in Colombia.

The request to exercise any of the mentioned rights must include the following information:

Name of the Data Subject and their representatives, if applicable.

A specific and precise request for information, update, rectification, revocation of consent, and/or deletion of the data. Each request must be reasonably justified for WORLD SONG CUP to proceed accordingly as the Data Controller.

Physical and/or electronic address for notifications.

Supporting documents as indicated in the previous sections.

Signature of the request by the Data Subject.

If any of the required information is missing, WORLD SONG CUP will notify the interested party within five (5) days of receiving the request so that the missing information can be provided. If two (2) months pass without the required information being provided, the request will be considered withdrawn. WORLD SONG CUP may provide physical and/or digital formats for exercising this right.

Within two (2) business days of receiving the complete request, WORLD SONG CUP will indicate that it is a pending claim or inquiry, as applicable. The respective database will include a label stating "Claim in progress" or "Claim resolved."

WORLD SONG CUP, as the Data Controller, will respond to the request within ten (10) business days for inquiries and fifteen (15) business days for claims. The brand will also confirm if it does not have Personal Data of the requester in its information systems within the same period.

In the case of inquiries, if it is not possible to respond within ten (10) business days, the requester will be informed of the delay and the date the response will be provided, which will not exceed five (5) business days after the initial deadline.



In the case of claims, if it is not possible to respond within fifteen (15) business days, the requester will be informed of the delay and the date the response will be provided, which will not exceed eight (8) business days after the initial deadline.

WORLD SONG CUP will document and store the requests made by Data Subjects or interested parties and the responses provided.

To approach the Superintendence of Industry and Commerce for legal actions, the consultation and/or claims procedure described here must be exhausted first.

8. DUTIES OF WORLD SONG CUP AS THE DATA CONTROLLER

WORLD SONG CUP acknowledges that Personal Data belongs to the individuals to whom it refers, and only they can decide on its use. In this regard, the brand will use the collected Personal Data solely for authorized purposes and in compliance with applicable data protection regulations.

Therefore, the Data Controllers must fulfill the following duties:

a) Guarantee the Data Subject the full and effective exercise of their habeas data rights at all times. b) Store, in physical or electronic media, records of authorizations granted by the Data Subjects. c) Inform the Data Subject in advance about the purpose of data collection and their rights by providing a privacy notice. d) Implement necessary security measures to prevent the adulteration, loss, consultation, unauthorized or fraudulent use, or access by unauthorized persons. e) Ensure that the information provided to the Data Processor is truthful, complete, accurate, up-to-date, verifiable, and understandable. f) Correct any inaccurate information and notify the Data Processor accordingly. g) Require the Data Processor to respect security and privacy conditions at all times. h) Properly adopt WORLD SONG CUP's policies to ensure compliance with Law 1581 of 2012, particularly for handling inquiries and claims. i) Comply with instructions and requirements issued by the Superintendence of Industry and Commerce.

9. PURPOSES OF DATA PROCESSING

WORLD SONG CUP, a global digital music competition, collects and uses personal information for the following purposes:

Creating a database of artists interested in participating in the competition.

Contacting artists to request authorization for the use of their material or resources.

Verifying the information provided by registered participants.

Using part of their information on the brand's website or social media.



Receiving messages related to internal management for addressing questions, complaints, claims, and compliments.

Sending information about important meetings, events, and report deliveries to registered participants via email, phone calls, text messages, and other means.

Hiring talent that successfully completes the selection process.

Displaying information about artists, including photos, videos, social media data, website details, and other media.

Conducting marketing activities related to brand promotion and sponsor acquisition.

10. PROHIBITIONS

The following prohibitions and penalties apply under these Policies:

WORLD SONG CUP prohibits the access, use, management, transfer, communication, storage, or any other Processing of sensitive Personal Data without the Data Subject's authorization.

Any employee violating this prohibition will be subject to disciplinary action, which may include termination of employment.

Any contractor violating this prohibition will face contract termination without prejudice to additional legal actions.

Contracts with contractors handling Personal Data will include provisions regarding potential damages resulting from fines, operational sanctions, or other penalties imposed on WORLD SONG CUP due to the contractor's negligent actions.

WORLD SONG CUP prohibits the transfer, communication, or circulation of Personal Data without the Data Subject's consent or institutional authorization.

11. ROLES AND RESPONSIBILITIES IN DATA PROTECTION COMPLIANCE

All employees and administrators of WORLD SONG CUP are responsible for ensuring the proper Processing of Personal Data. Each department handling Personal Data must adopt procedures to comply with this policy, as they act as custodians of Personal Data within various databases and archives.



In case of any doubt regarding Data Processing, employees must consult the Data Protection Officer, who will provide the appropriate guidance.

12. SENSITIVE DATA

It is important to reiterate that during the admission process, the student constantly provides information, especially when filling out the registration form, and provides sensitive data that is necessary for the enrollment process and management of the minor's admission to the educational institution. Furthermore, this processing will be useful to ensure the physical and mental health of the student in cases of medical or health emergencies. This information is strictly used for this purpose and is known only by authorized personnel of the institution. The data subject may voluntarily provide their sensitive data; however, WORLD SONG CUP informs that for the purposes of the admission and registration process, information related to the student's health and, if applicable, the status of being a single mother, is essential for the enrollment or admission process. The authorization granted by the data subject to the institution specifically indicates the intended use of the sensitive data.

13. DISCLOSURE OF THE INSTITUTION'S WEBSITE AND SOCIAL MEDIA

The institution's website, www.worldsongcup.com, and its social media platforms such as Facebook, Instagram, TikTok, Threads, YouTube, and X, state that the information published serves the following purposes:

To highlight the promotional activities and objectives of the competition.

To inform the public about the phases and eliminations of the competition year by year.

To build bonds and unity with the global community of competition fans.

To showcase the artists participating in the competition so that people can get to know them and listen to their music.

To showcase and promote the brand.

To inform the community about the days designated for voting.

At any time, individuals related to this policy may submit suggestions, requests, or complaints regarding the information posted on the website and social media, understanding that virtual platforms are commercial dissemination venues and that the data stored in them does not compromise the privacy or individual sphere of the community members.



14. DISCLOSURE OF PERSONAL DATA TO AUTHORITIES

When state authorities request access and/or delivery of Personal Data contained in any of the WORLD SONG CUP's databases, the legality of the request will be verified, the relevance of the requested data in relation to the authority's stated purpose will be assessed, and the delivery of the requested personal information will be documented to ensure that it meets all necessary attributes (authenticity, reliability, and integrity). The obligation to protect this data will be emphasized to the official making the request, the recipient, and the entity for which they work. The requesting authority will be informed about the security measures applied to the delivered Personal Data and the risks associated with improper use and inadequate processing.

15. VALIDITY

The validity of these policies begins in March 2025. Any changes or substantial modifications will be communicated to the data subject through any suitable means of communication. This communication will be sent 30 (30) days prior to the modification being made.