

## Privacy Statement

### 1. GENERAL TERMS AND CONDITIONS AND DATA PROTECTION POLICY

In compliance with the applicable regulations on the protection of personal data, the Grupo Educativo CEF.- UDIMA hereby informs you of the privacy policy that applies to the use and browsing of the website of the journal <https://revistas.cef.udima.es/index.php/marketing>

This privacy policy may be subject to updates or amendments, which will be communicated through the website or by other means in order to make such changes public and facilitate the use of our services with the appropriate information.

#### Who is responsible for the processing of personal data?

The entity responsible for the processing of personal data provided while browsing the website is Estudios Financieros Viriato, SL, with registered offices at Paseo del General Martínez Campos, 5, 28010 Madrid, and VAT number B78394517.

#### What companies make up the Grupo Educativo CEF.- UDIMA?

- Asociación Antiguos Alumnos-G80628290.
- CEF Levante, SL-B81757957
- Estudios Financieros Viriato, SL-B78394517
- Estudios Financieros Gracia, SL-B80161284
- Centro de Estudios Financieros, SL-B78272168
- Fundación Hergar para la Investigación y Promoción Educativa-G85749299
- Todostartups, SLU-B73717241
- Universidad a Distancia de Madrid, SA-A81618894

#### What personal data do we process?

The Grupo CEF.- UDIMA may process the following categories of personal data:

- Identification and contact information (including postal and/or electronic addresses).
- Commercial information data (e. g., interests in products or services).
- Sociodemographic data (e. g., age, education or occupation).
- Transaction data for goods and services (e. g., payments for services rendered).

The Grupo CEF.- UDIMA is required to keep this data duly updated in order to guarantee that it is accurate at all times. In case of any changes, we kindly ask you to notify us.

## For what purposes do we process your data?

- To manage requests for information and provide information about the courses, products and services offered by the Grupo CEF.- UDIMA (mainly master's degree programs, courses, seminars and books).
- To adopt the necessary technical and organizational measures to guarantee the security of personal data and avoid its alteration, loss or unauthorized processing or access.
- To send communications. When personal data is collected through forms, it will be necessary to provide, at least, those fields marked with an asterisk; otherwise, Estudios Financieros Viriato, SL, will be unable to accept and manage your compliance with the terms of the established relationship.

## How was the data obtained?

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However, you must be informed that, sometimes, the data may be processed when it has been provided by third parties who request or contract, on behalf of the person concerned, products and/or services offered through the journal's website.

In these cases, it will be mandatory for third parties to inform the interested party, in advance, of the purposes and the rest of the information contained in this policy. In this regard, we remind you that this information will always be available on our website, and you may at any time contact the Grupo CEF.- UDIMA through the contact channels provided in this privacy policy or on the journal's website.

## Who will receive the data?

Estudios Financieros Viriato, SL, may communicate personal data to:

- Other companies of the Grupo CEF.- UDIMA, whose membership is indicated above, for the following purposes:
  - To manage, where appropriate, the relationship formalized with Estudios Financieros Viriato, SL.
  - To develop both general and personalized commercial actions for products and services.
  - To purchase or subscribe to the products and/or services of these entities.
  - To comply with legal obligations.
- Appropriate public bodies, judges and courts, when any of the companies of the Grupo CEF.- UDIMA is legally obliged to provide them.
- In addition, the Grupo CEF.- UDIMA collaborates with service providers who have access to personal data and who process such data in the name of and on behalf of any of the companies of the Grupo CEF.- UDIMA as a result of their provision of services. For example: delivery and courier services, banking services, school insurance, etc.

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If you believe that your personal data has not been processed in accordance with the regulations, you may file a complaint with the Spanish Data Protection Agency ([www.agpd.es](http://www.agpd.es)).

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- **Firefox:** <http://support.mozilla.org/es/kb/habilita-y-deshabilita-cookies-que-lo...>
- **Safari:** <http://support.apple.com/kb/ph5042>

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