

COMPREHENSIVE PRIVACY NOTICE

The Coordinación de Difusión Cultural of the Universidad Nacional Autónoma de México, through the Dirección General de Artes Visuales/Museo Universitario Arte Contemporáneo, MUAC, with its address at Avenida Insurgentes Sur 3000, Centro Cultural Universitario, Alcaldía Coyoacán, C.P. 04510, Mexico City, is responsible for collecting and handling your PERSONAL INFORMATION, in accordance with the present privacy notice, which will be protected in accordance with Articles 6, Section A, and 16, paragraph two, of the Political Constitution of the United Mexican States; and 3 (subsection XXXIII), 4, 16, 17, 18, 48, 49, 51, 52, 85, 86, 89 (subsections III, IV and V), 94 to 119, 130 and 131 of the General Law on the Protection of Personal Information in the Possession of Obligatory Subjects (hereinafter LGPDPPSO, for its acronym in Spanish), published in the Official Gazette of the Federation on January 26, 2017.

All natural and/or juridical persons who provide their PERSONAL INFORMATION through the MUAC's communication media, such as the website, email, suggestions box and other means in its facilities, contracts, agreements and other physical or virtual media through which the museum obtains their personal data, are hereby informed that they will be handled under the principles of legality, consent, information, quality, finality, legality, proportionality and responsibility in the terms established by the LGPDPPSO, collecting the following categories of PERSONAL INFORMATION:

Identifying information: Name, trade name, CURP, RFC, place and date of birth, immigration form, gender, age.

Contact information: Email, telephone number, address, legal representative, contact information of parent or guardian.

Asset information: Taxpayer information, bank accounts, income, expenses.

Work information: Name and address of workplace, position, contact data for the company, curricular information such as previous jobs and their contact information, personal references.

Academic information: Academic history, degrees obtained, educational institutions attended.

Sensitive personal information: Allergies and blood types of minors participating in museum activities.

The information collected will be used for concrete purposes, such as the following:

Personal information of visitors and users of the website: Invitations to calls, competitions, exhibitions, workshops, seminars, meetups, courses, laboratories and colloquia; information on promotions, sales and products in the museum store; follow-up

and response to requests for information through emails, phone calls and social media; statistics.

Personal information of visitors to the museum facilities: Getting to know the opinions of visitors; improving the museum experience through suggestions, following up on requests, questions or complaints of visitors.

Personal information of workers: Administration, training, management of collections and payments, personnel management, records, statistics, activities held online and through other digital media.

Personal information of clients, providers and contractors (including artists, speakers, teachers, external guests, students and collectors): Administration; commercialization; invoicing; publicity; commercial research; statistics; management of collections and payments; consulting; service provision; communication; records; invitations and registration in calls, competitions, exhibitions, workshops, seminars, meetups, conferences, courses, laboratories and colloquia; issuing certificates of participation for different events; information transparency and dissemination of knowledge; granting scholarships; awards and honorable mentions.

Personal information can be transferred to universities, educational institutions, civil associations and organizations connected to the museum's activities, as well to the authorities, when legally required, or through a judicial order.

SENSITIVE PERSONAL INFORMATION will be collected expressly and voluntarily under the principles and specific cases indicated by the LGPDPPSO, for proper emergency care in the event of a medical emergency.

The rightsholder may exercise their ARCO Rights:

- **ACCESS:** Learning what specific information the MUAC holds.
- **RECTIFICATION:** Requesting the rectification of PERSONAL INFORMATION in the event that it is not up-to-date, exact or complete.
- **CANCELLATION:** Requesting that all PERSONAL INFORMATION held in the MUAC database be blocked and later deleted if it is considered that it is not being properly used or for the purposes that occasioned their legal collection.
- **OPPOSITION:** Opposing the use of one's PERSONAL INFORMATION for specific purposes.

These rights are recognized by the LGPDPPSO and can be exercised through a request made to the **Unidad de Transparencia of the Universidad Nacional Autónoma de México, with its address at Circuito Norponiente del Estadio Olímpico, no street**

number, next to the Anexo de la Facultad de Filosofía y Letras, Ciudad Universitaria, Alcaldía Coyoacán, C.P. 04510, Mexico City, from 9:30 to 14:30 and from 17:30 to 19:00, or through the Plataforma Nacional de Transparencia at the following URL: plataformadetransparencia.org.mx.

All ARCO requests must contain the following information:

- Name and signature of the rightsholder
- Email address
- Official identification
- A clear, precise description of the PERSONAL INFORMATION for which the ARCO rights are to be exercised

Once the request has been received, a response will be given via email within a maximum period of 20 (twenty) working days following the date upon which the request for access, rectification, cancellation or opposition was received. If the request is accepted, it will be acted upon within the 15 (fifteen) working days following the communication of the response. The natural and/or juridical persons who visit the website hereby understand, accept and recognize that the Museo Universitario Arte Contemporáneo may use cookies to collect the following information:

- Type of browser
- Operating system

If the rightsholder wishes to disable these programs, they must use the “Internet options” or similar configuration option on their web browser.

The website uses cookies that will be read by the server to identify their session/device, making their visit easier and more useful. The use of cookies is therefore recommended.

These cookies are temporary and will be erased when the user closes their browser. These cookies do not contain their search history or sensitive or personal information.

This PRIVACY NOTICE may be modified, changed or updated in the future due to new legal requirements. Any modifications will be published on this website.

The present PRIVACY NOTICE was last modified on May 4, 2021.