

# Sodimac SA Privacy Policies

## Introduction

At Sodimac SA (hereinafter the "**Company**"), as well as at Falabella Companies, we consider the protection of your personal data to be part of our value proposition. For this reason, we constantly work to serve you better when you purchase or quote products sold through the Falabella ecosystem or use the services available on the Company's website or mobile applications or those of any of the Falabella Companies.

Therefore, safeguarding the personal data you share with us is a fundamental part of our commitment. Therefore, in this document, we explain who is responsible for processing your personal data, the purpose and legal basis for processing it, who we may share it with, how long we store your data, how and why we collect it, and how we use it. We also explain the processes we have in place to protect your privacy and the rights you have.

For the purposes of this document, we understand that Empresas Falabella includes: Falabella SA, Servicios e Inversiones Falabella Limitada, Servicios Falabella SpA, Banco Falabella SA, Promotora CMR Falabella SA, Banco Falabella Corredores de Seguro Ltda., CF Seguros de Vida SA, Seguros Falabella Corredores Limitada, Digital Payments SpA, Digital Payments Prepago SA, Falabella Retail SA, Falabella.com SpA, Hipermercados Tottus SA, Falabella Inmobiliario SA, Open Plaza Chile SpA, Plaza SA, Ikso SpA (Ikea), Promotora Chilena de Café Colombia SA (Juan Valdez), Imperial SA and Fazil SpA.

This Privacy Policy is incorporated into the Terms and Conditions of contracting with the Company and, in general, any type of relationship with it. We invite you to read our Privacy Policy in detail and, if you have any questions or comments, do not hesitate to contact us at [misdatospersonales@sodimac.cl](mailto:misdatospersonales@sodimac.cl).

### 1. Who is responsible for the treatment?

According to current regulations, the controller of your personal data is the natural or legal person, public or private, who decides on the purposes and means of processing. In this case, the controller of your personal data is Sodimac SA, Tax ID 96.792.430-K, with registered address at Eduardo Frei Montalva 3092, Renca, Santiago, Metropolitan Region, Chile.

## **2. For what purpose do we collect your personal data?**

Main purpose: Our objective is to process your personal data to improve your customer experience, streamlining and simplifying the contracting and execution of the products and services of the Falabella ecosystem that are relevant to you and that are part of our value proposition, in order to fulfill our purpose of helping our customers simplify and enjoy life more. This means that we will process your personal data to manage and execute the contract(s) you enter into with the Company, as well as with the entities of the Falabella Companies with which we build and complement our value proposition, (these entities are: Falabella SA, Servicios e Inversiones Falabella Limitada, Servicios Falabella SpA, Falabella Retail SA, Falabella.com SpA, Hipermercados Tottus SA, Falabella Inmobiliario SA, Open Plaza Chile SpA, Plaza SA, Ikso SpA (Ikea); Promotora Chilena de Café Colombia SA (Juan Valdez), Imperial SA, and Fazil SpA).

This purpose includes, among others, shipping and other after-sales services, allowing you to access free services offered by the Company, such as access to Wi-Fi networks in our physical stores; sending commercial, legal, security, and product feature information, including the benefits associated with them; as well as offering you products and services that you have not contracted but that you have expressed interest in obtaining or quoting, or that we understand may be of interest to you; conducting satisfaction surveys; developing marketing campaigns and market research, our own or those of third parties; carrying out preventive and compliance actions, including communicating data to authorities or regulators; and sending you invitations to events and allowing you to participate in promotions, offers, contests, or sweepstakes, in accordance with the terms applicable to such actions and initiatives.

Notwithstanding the foregoing, if you have given us your consent for a specific purpose, such as subscribing to a newsletter, your data will only be used for the purposes you authorized in the newsletter and will not be shared with other Falabella companies.

Other purposes : If you have given your consent by checking the respective acceptance boxes on our website or app during the quotation or contracting process for products or services, or by participating in any offer or promotion offered by the Company, we will also process your data for the purpose of sharing it with Falabella Companies not included in the main purpose, so that they can send you advertising or promotional communications through physical and

remote communication channels, such as letters, call centers, emails, social networks, text messages (SMS, push or similar), WhatsApp or other similar platforms. These communications may refer to products and services offered by these Falabella Companies, whether of a general nature or tailored to your personal characteristics, and will be based on the creation, through automated processes, of a commercial profile using your available personal data.

Likewise, this data may be used to conduct marketing campaigns and market research, whether our own or those of third parties; credit studies and commercial prospecting; consumer habits reports; statistical data and market trends, including surveys to improve services.

For more information about the transfer of data to third parties outside of the Falabella Companies when you have consented to the processing indicated in this section, we recommend consulting the "To whom do we transfer your data?" section of this Policy.

### **3. Are we authorized to process your personal data?**

Yes, to the extent we have it. We will only process your personal data when we have a legal basis, such as:

- a. When the processing of your data is necessary to comply with the due diligence, disclosure and reporting obligations established in the regulations applicable to the Company and the Falabella Companies in tax, administrative, financial, crime prevention and criminal prosecution matters (for example, when you make cash purchases over a certain amount, the Company will process your data to comply with its information obligation to the Financial Analysis Unit);
- b. When the processing of certain data is essential to assist you and answer your queries or questions (for example, by providing you with information and advice regarding the product or service marketed by the Company that you are interested in, or information about other products or services marketed by the Company that fit your particular characteristics); process your request and carry out the necessary prior procedures to proceed with a possible contract when you request it (for example, managing the rental of tools in our physical stores or through the digital channels enabled for this purpose), or communicate your data to Falabella SA, Servicios e Inversiones Falabella Limitada, Servicios Falabella SpA, Falabella Retail SA; Falabella.com SpA,

Hipermercados Tottus SA, Falabella Inmobiliario SA, Open Plaza Chile SpA, Plaza SA, Ikso SpA (Ikea); Promotora Chilena de Café Colombia SA (Juan Valdez), Imperial SA, and Fazil SpA, when necessary to improve your customer experience with the Company by streamlining and simplifying the contracting of products and services marketed by these companies that are relevant to you and that are part of the Company's value offer or, so that said companies have your data in order to send you relevant information for the contracting and development of your contractual relationship with them;

- c. When, in order to comply with a legal obligation, it is necessary for us to collect and process your data for a specific purpose, including its transfer to a competent administrative, judicial or police authority;
- d. When we have your authorization to share your personal data with other Falabella companies, so that they can send you personalized promotions and offers

#### **4. To whom do we transfer your personal data?**

To process your personal data, we may require the assistance of third parties (hereinafter the "Suppliers"), who provide services associated with the contracts or the commercial relationship you have with the Company or the Falabella Companies, including their formalization, management, execution, and after-sales or monitoring, such as customer identification and authentication; marketing; logistics; and delivery of products and services marketed through the Company and the Falabella Companies.

The Company, adopting the safeguards of current legislation, may transmit, process, and maintain outside its facilities, whether within or outside the national territory, all or part of the information related to the contract(s) you have in force, and to the transactions you instruct or execute with the Company, whether or not the recipient of said information is one of the Falabella Companies.

All of these Suppliers will perform their duties as data processors and will have a valid service provision contract with the Company or the corresponding Falabella Companies, under which they may only process your data to fulfill the specific task assigned to them. Furthermore, if you have consented to this under the terms indicated in the "Other Purposes" section of this document, your personal data will be shared with all Falabella Companies as data controllers, adopting appropriate security and confidentiality measures for the processing of your data and complying with the regulations governing the protection of privacy.

In this case, and since you have consented under the terms indicated in the "Other Purposes" section of this document, your personal data may also be shared with the Platforms (whether content, social media, or data management platforms), as controllers, to carry out marketing activities; advertising; market research; commercial prospecting studies; and statistical data collection. For this purpose, we will generate customer groups or audiences with common or similar attributes, based on general purchasing patterns, so that the Platforms can show them ads that are relevant to them.

The data we send will be communicated through secure mechanisms, including the use of encryption or masking techniques, and will be received by the recipients as data controllers.

You may always request to suspend or object to the sending of data to third-party advertisers and Platform operators by expressing your intention through our contact channels. You may also opt out of being included in audience lists or similar user identification directly on the websites of the respective Platforms where you have an account or are a user.

Likewise, your personal data may be made available to public judicial, administrative, regulatory and police entities, to address potential liabilities arising from the processing and for compliance by the Company and the Falabella Companies with legal and regulatory obligations.

We will always adopt reasonable technical and organizational measures to ensure that any transfer and management of your personal data by third parties, including the Falabella Companies, is carried out in compliance with applicable law.

## **5. How long do we store your personal data?**

For as long as necessary to fulfill the purpose(s) for which it was collected, and as long as we have a legal basis established by applicable law. If the legal basis is consent, we will retain your personal data until you exercise your right to cancel the processing of your data. In the latter case, we will retain your personal data only as long as necessary to comply with a legal obligation, such as those related to reports and forms associated with the prevention of money laundering and terrorist financing; the exercise or defense of legal claims; or for which any type of

judicial, legal, or contractual liability may arise from its processing, which must be addressed and for which its recovery is necessary.

## **6. How do we collect your personal data?**

We collect your personal data through various means. In some cases, you share your personal data with us when you contact us, and in other cases, we collect your personal data using other means, which we explain below.

### **Information you provide directly to us.**

We collect the personal information you provide to us to formalize a contract and throughout its duration, whether in person, through forms, telephone recordings, email, or through websites, mobile applications, or other technological systems of the Falabella Companies. For example, the personal data you provide to us when you contact our customer service, when you register on the Falabella Companies' websites and applications, when you update your preferences and account information, when you complete a questionnaire, and/or when you participate in a contest, etc. Generally, the personal data you provide to us is: first and last name, address, ID number, date of birth, email, contact telephone number, and payment information. In specific cases, and depending on the purpose and intended use of your data, we will collect data on personal, academic, and professional characteristics, employment details, commercial information, and social, economic, or financial circumstances.

### **Information we collect from your visits to our websites and mobile applications.**

We collect and store statistical data from all users who visit our websites and mobile applications without logging in. The information we collect includes the Internet Protocol (IP) address of the device you are using; the browser you use, your operating system, the date and time of access, the Internet address of the website you accessed, and also information about how you use these digital channels. We will use this information to determine the loading time of the website and mobile applications, how they are used, the number of visits to different sections, and the type of information that most attracts visitors. It also helps us identify whether they are working correctly and, if we detect failures or errors, resolve them and improve their performance, in order to offer a better service to all users. If you log in to our websites or mobile applications, we may associate this data with you within that session.

Likewise, if you are a Company customer, we may use data from the equipment or technological devices (computers, smartphones, tablets, or others) through which you access our digital channels to prevent fraud in the use of our websites, mobile applications, and electronic transfers. This may include, for example, identity verification using biometric data, a second authorization factor, or geolocation.

**Data of Minors:**

Our websites, applications, and products are not generally directed at minors, so we do not collect their data. If you are a minor, please do not attempt to register as a user of our website or applications, or attempt to purchase our products.

However, in the event that the processing of a minor's data is required as a result of the contracting of a product or service for which the minor is the owner or beneficiary (such as participation in a contest), authorization will be required from the person responsible for the minor's personal care, in accordance with the provisions of the regulations regarding the legal representation of minors and the applicable legal regulations on the protection of personal data.

**Personal data provided by third parties.**

The purchase of certain products or services offered by the Company may involve processing the personal data of a third party that you, as a customer, provide to us (for example, when you purchase a product for the benefit of a third party, or when you refer a third party to be contacted to offer products and services). In these cases, we will ask you to declare that you have the consent of these third parties.

Por lo tanto, si nos proporcionas datos personales de terceros, ten presente que es tu responsabilidad informarles de dicha situación y, en especial, de las finalidades y la forma en que trataremos sus datos personales, y que estén de acuerdo con el tratamiento para esas finalidades.

Therefore, if you provide us with personal data about third parties, please keep in mind that it is your responsibility to inform them of this situation and, in particular, of the purposes and manner in which we will process their personal data, and that they agree to the processing for those purposes.

If a third party has provided your personal data to us, or you have provided it as a result of a feature or service requested by one of our customers, we inform you that we will use it exclusively to manage the feature or service in question, in accordance with the purposes listed in this Privacy Policy.

## **Social Media**

The information we collect from social media sometimes includes personal data that is publicly available online. We always take reasonable precautions to ensure that the information we use comes from legitimate sources or is anonymous. The social media platforms you use may have their own privacy policies, explaining how they use and share the personal information they collect. We recommend that you carefully review these privacy policies before using social media platforms to ensure you are happy with how your personal data is collected and shared.

## **Mobile phone**

Mobile applications (Apps) may have a geolocation tool whose purpose is to know your location to prevent fraud, show you the establishment closest to your location, and, in some cases, the offers available to you in the sector where you are located. Having the geolocation function activated on your mobile device allows you to benefit from all the applications' functionalities. If you do not have geolocation activated, we will inform you and request permission to activate it through a notification. This geolocation service will not be used to provide your location to third parties, except in cases provided for by current legislation. To deactivate the geolocation function, you must access your device's settings menu.

## **Links to Third-Party Websites**

If we provide links to websites that are not operated or controlled by the Company or any of the Falabella Companies, we will promptly inform you, as we have no control over such sites, nor are we responsible for their content. We also have no control over how third parties collect and use your personal data. These third parties may have their own privacy policies, which explain how they use and share the personal information they collect. For this reason, we recommend that you carefully review these privacy policies to ensure you are happy with how your personal data is collected and shared.

## **Publicly accessible sources, data acquired from third parties and other sources of legal legitimacy**

We may collect personal data in cases where the law permits or authorizes it, such as, for example, through searches in databases accessible to anyone,

without any requirement other than the payment of a consideration, or acquired or accessed in accordance with the law, directly from third parties, such as in the case of a contract for the acquisition of databases or consultation of personal data.

## **7. Use of cookies**

During your visit to the Company's or Falabella Companies' websites and mobile applications, your browsing data will not be associated with the contact information you have provided, unless you have a registered account with the Company or a Falabella Company and access those websites and mobile applications through it, in which case we may identify you through the use of cookies.

Cookies are small text files containing a unique identifier that is stored on the computer or mobile device through which you access the Company's or Falabella Companies' websites or mobile applications, so that said devices can be recognized each time you use these sites or mobile applications.

With the exception of cookies that are necessary for the operation of the site or mobile applications, you can choose to disable some or all of the cookies used by the Company or the Falabella Companies at any time and continue using our websites and mobile applications.

For more information about what types of cookies we use or what we use them for, please review our Cookie Policy at [Cookie Policies](#).

## **8. How do we protect your personal data?**

At the Company and the Falabella Companies, we are committed to protecting your personal data. To this end, we use reasonable technical and organizational measures that we periodically review. These measures consist of a combination of physical, technological, and administrative security controls, such as access controls and definitions of how your personal data is processed, managed, and handled. We also ensure that our collaborators are properly trained to protect your personal data, and we ensure that the suppliers we work with comply with our security and data protection standards.

In addition, our security procedures require that you may occasionally be asked for proof of identity before we can provide you with your personal information. In the case of bank card and prepaid card information, which we collect or generate when you use electronic payment methods, the Company also uses systems that encrypt the information to prevent fraudulent use. While this cannot be guaranteed, these systems have proven effective in handling confidential information and preventing access from external threats. Notwithstanding the foregoing, please remember not to send unencrypted credit or debit card information or from public or unsecured sites or computers. Please note that you are solely responsible for protecting your password and computer against unauthorized access.

## **9. What rights do you have and how can you exercise them?**

You have the right to exercise your ARCO Rights (Access, Rectification, Cancellation, or Deletion, and Objection) at any time. You can: i) request information about your personal data that we have collected and exercise your rights of rectification, cancellation, deletion, and objection; and ii) request the deletion or anonymization of your personal data. Likewise, regarding data processing that we carry out based on your consent, you can always revoke it, in the manner and to the extent provided by law.

If you exercise your rights to erasure, deletion, objection, and/or removal or anonymization of your personal data, we will cease processing it, deleting or anonymizing it. However, we may retain such data, albeit blocked. This means that we will only be able to access it if its use is necessary to comply with a legal obligation, exercise or defend legal claims, or if any type of judicial, legal, or contractual liability may arise from its processing.

Additionally, under certain circumstances, and in accordance with applicable regulations, you may request the transfer of your data to another data controller.

To exercise any of these rights, please write to us at [misdatospersonales@sodimac.cl](mailto:misdatospersonales@sodimac.cl).

Likewise, you can always request suspension of promotional or advertising communications, in accordance with consumer protection regulations, either by using the unsubscribe channels established in the message itself or by using the channels provided by the Company or the National Consumer Service (SERNAC).

## **10. Validity and modifications to the privacy policy**

This Privacy Policy was notarized in the 2nd Notary Office of Santiago by Mr. Francisco Leiva C., located at Alcántara No. 107, Las Condes Commune, under Repertory No. 55238 of the year 2023. It is effective from the moment of its publication and replaces any other, and may only be modified by virtue of another duly notarized document.

If there are any changes to this Privacy Policy in the future, we will notify you via various means, such as a banner, pop-up, or push notification, or we may even send you an email address so that you can review and assess them, and, as appropriate, exercise your data protection rights under the law.

For changes and updates that require your consent, we will ask for your express consent, in accordance with current legal regulations.