Ingenio con Aguilar

LEGAL DOCUMENT

Your data, under your control.

This notice explains which personal data we process, for what purpose, who we share it with and how you can exercise your rights at any time.

1. Identity of the data controller
2. Personal data collected
3. Sensitive personal data
4. Purposes of processing
5. Transfers and providers
6. Cookies and tracking technologies
7. Means to limit use or disclosure
8. Access, rectification, cancellation and objection (ARCO)
9. Withdrawal of consent
10. Retention and security measures
11. Changes to this privacy notice

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> This document is an informational base prepared for the site. It should be reviewed by a legal professional before final publication. The Spanish version prevails in case of discrepancy.

01 CONTROLLER

Identity of the data controller

Fernando Aguilar Marín, an individual who operates commercially under the name Ingenio con Aguilar (the «CONTROLLER»), is responsible for the processing, use, protection and safekeeping of the personal data collected from clients, prospects, suppliers, collaborators and other people with whom a commercial or legal relationship exists, in accordance with Mexico's Federal Law on the Protection of Personal Data Held by Private Parties and other applicable provisions.

Contact channels for the purposes of this notice: email f.aguilarmarin2001@gmail.com and WhatsApp +52 55 8808 2164.

You can contact us at any time at f.aguilarmarin2001@gmail.com or on +52 55 8808 2164 (WhatsApp as well).

02 DATA

Personal data collected

To fulfil the purposes of this notice, the CONTROLLER may collect, directly or indirectly, the following categories of personal data:

- **Identification data:** full name and the information needed to identify the data subject.
- **Contact data:** email, phone or WhatsApp number, messaging username and, where applicable, address.
- **Professional data:** company, role or activity, and the project information you share with us.
- **Tax and billing data:** taxpayer ID (RFC), tax address, tax status certificate and data needed for payments and invoices, only when you hire a service.
- **Commercial data:** requests, quotes, proposals, approximate budget, project scope and contractual relationships.
- **Digital and browsing data:** IP address, electronic identifiers, device, browser and technical data that may be collected through the site, depending on your cookie choices.

The CONTROLLER will endeavour to collect only the data that is necessary, adequate and relevant for the purposes described.

03 SENSITIVE

Sensitive personal data

In principle, the CONTROLLER neither requests nor requires sensitive personal data for the ordinary conduct of its activities. Please do not include such data in the contact form or in messages. If, exceptionally, such data must be collected, your express written consent will be requested, as required by applicable law.

04 PURPOSES

Purposes of processing

A. Primary purposes (necessary for the relationship you request):

- Identify and contact clients, prospects and other people interested in Ingenio con Aguilar's services.
- Handle information requests, enquiries, quotes and proposals.
- Prepare, enter into, manage and follow up on contracts, quotes and service proposals.
- Provide software, website, mobile app, systems, automation, infrastructure, support and digital presence services.
- Follow up on projects, deliverables, requests and changes.
- Manage administrative, accounting, tax and billing processes.
- Comply with applicable legal and contractual obligations.

B. Secondary purposes (you may object without this limiting the services you request):

- Send commercial information about new services or updates related to your project.
- Carry out commercial prospecting and follow up on opportunities.
- Prepare portfolios, case studies and presentation materials, with the express authorisation of the people involved.

You may object to the secondary purposes by writing to f.aguilarmarin2001@gmail.com. This will not be a reason to deny you the services you requested or hired.

05 TRANSFERS

Transfers and providers

The CONTROLLER may share personal data when necessary to provide the contracted services or when required by law. Providers that may be involved include hosting and deployment services (for example Netlify, Cloudflare or Render), code repositories (GitHub), communication tools (WhatsApp, Telegram, email), form-processing services, analytics (Google, only if you accept the corresponding category) and independent professionals who collaborate on a project.

When these third parties act on behalf of the CONTROLLER and under its instructions, they act as processors and must observe confidentiality and data protection obligations. Some providers may be located outside Mexico; in those cases we will seek to ensure that adequate safeguards are in place.

Transfers to third parties acting as independent controllers will be subject to the cases and requirements set out in applicable law.

06 COOKIES

Cookies and tracking technologies

The site only sets the cookies necessary for it to work and, only with your permission, analytics, marketing or preference cookies. You can accept them, reject them or change your decision at any time from the «Cookies» button in the footer. Details are in the cookie policy.

Interactive demos that use third-party services (for example an external video or font) only connect to them when you click «Start».

07 LIMITING

Means to limit use or disclosure

You may ask us to limit the use or disclosure of your personal data, or state your refusal to receive commercial communications, by sending a request to f.aguilarmarin2001@gmail.com.

08 RIGHTS

Access, rectification, cancellation and objection (ARCO)

You may exercise at any time your rights of access, rectification, cancellation (deletion) and objection regarding your personal data, as well as any others provided by law. To do so, send a request to f.aguilarmarin2001@gmail.com stating:

1. Your full name and a means to send you the reply.
2. Documents proving your identity or, where applicable, your representative's authority.
3. A clear and precise description of the data in respect of which you wish to exercise a right.
4. Any other element that helps us locate your data.

The CONTROLLER will handle requests within the deadlines established by current law. If you believe your right was not addressed, you may go to the competent authority on the matter: the Secretaría Anticorrupción y Buen Gobierno (Ministry of Anti-Corruption and Good Governance).

09 WITHDRAWAL

Withdrawal of consent

You may withdraw the consent you have given, provided it is legally admissible and no provision requires the data to be kept. Send your request to f.aguilarmarin2001@gmail.com with the information needed to identify you and indicate the data whose processing you wish to withdraw consent for.

Withdrawal has no retroactive effect and does not prevent processing where a legal obligation justifies keeping the data.

10 SECURITY

Retention and security measures

The CONTROLLER will implement administrative, technical and physical security measures to protect personal data against damage, loss, alteration, destruction, or unauthorised use, access or processing, including encrypted connections (HTTPS) and accounts with two-step verification.

Data will be kept for as long as needed to fulfil the purposes that justified its processing and, afterwards, for the periods required by applicable provisions or while obligations arising from the legal relationship subsist. Once no longer necessary, it will be deleted following the applicable procedures.

11 CHANGES

Changes to this privacy notice

The CONTROLLER may modify, update or supplement this notice due to legislative changes, internal policies, changes in the services or new processing practices. Changes will be published on this page with the date of the latest update.