

Alexandr.ia AI Learning Systems - Comprehensive Privacy Notice

Consolidated compliance under the Ley Federal de Protección de Datos Personales en Posesión de los Particulares (LFPDPPP - Mexico) and the General Data Protection Regulation (GDPR - European Union).

1. Identity and Address of the Data Controller

Alexandr.ia AI Learning Systems (hereinafter, the "Controller" or "Alexandría Learning"), is responsible for the processing and protection of your personal data. For the purposes of this privacy notice, the Controller designates its legal address at: **Paseo de la luz 232, Paseos de Taxqueña, Coyoacán, C.P. 04250, Mexico City, CDMX, Mexico.**

Official contact email: info@alexandriads.com.

2. Legal Bases for Processing

In accordance with Article 6 of the GDPR and applicable provisions of the LFPDPPP, we process your personal data under the following legal grounds:

- **Consent:** Explicitly granted by the Data Subject upon voluntarily completing forms on our official website, filling out the demo scheduling form/survey, registering for events on third-party platforms, agreeing to non-essential cookies, and consenting to receive newsletters or event invitations (secondary purposes).
- **Performance of a Contract / Pre-contractual Measures:** Necessary to handle product demo requests, schedule meetings, organize, validate, issue tickets for, and grant technical access to in-person or virtual sessions, workshops, or webinars.
- **Legitimate Interest:** Ensuring capacity control, security within virtual environments and the website's physical/digital infrastructure, fraud prevention, and generating aggregated metrics on institutional engagement and interaction.

3. Personal Data Collected and Use of Third-Party Processors

To manage website navigation, process demo requests, and administer your registration for events, webinars, workshops, or hackathons, the Controller will process data belonging to legal adults:

- **3.1 Identification and Contact Data:** Full name, email address (personal or institutional), and telephone or WhatsApp number (when voluntarily provided to coordinate or send reminders for demos/events).
- **3.2 Institutional Profiling and Request Data:** Job title or professional role, company or educational institution of origin, country of residence, institution size, as well as specific needs, interests, learning preferences, or requirements submitted via scheduling forms/surveys.
- **3.3 Browsing Data, Cookies, and Tracking Technologies:** IP address, device identifiers, browser type, operating system, language, pages visited within <https://www.alexandriamx.com/>, duration of stay, clicked links, and traffic patterns collected through cookies and analytical tools.
- **3.4 Participation and Recordings:** In webinars, interactive sessions, or group demonstrations, questions asked in the chat may be recorded. Additionally, with prior live notification, audio or video of participants who interact in the session may be captured.
- **3.5 Data Processing via Third-Party Platforms and Data Processors:** Please note that initial registrations or scheduling may occur through external platforms, which act as **Data Processors** solely for the capture and transmission of data to Alexandr.ia AI Learning Systems. Once transmitted, the data becomes subject to the security and protection standards outlined in this notice.
- **3.6 Absolute Exclusion of Sensitive Data:** The Controller does not request or process sensitive personal data (such as ethnic origin, health status, political opinions, or religious beliefs) for browsing, demo scheduling, or event registration. Data Subjects are requested to refrain from entering such information into free-text fields.

4. Purposes of Data Processing

4.1 Primary Purposes (Necessary for service management, website, and events):

- **4.1.1** To process, schedule, and coordinate personalized demo requests for Alexandr.ia AI Learning Systems platforms originating from website surveys or forms.
- **4.1.2** To contact the Data Subject to present institutional proposals, provide commercial or technical follow-up, and address specific requests regarding Alexandr.ia AI Learning

Systems solutions.

- **4.1.3** To process registration, verify identity, and issue official passes or access credentials for events, workshops, webinars, or hackathons.
- **4.1.4** To send confirmations, remote connection links (Zoom, Google Meet, Teams, etc.), and logistical instructions for demos or events.
- **4.1.5** To send calendar reminders and notifications regarding schedule changes, agendas, or meeting/demo reschedules.
- **4.1.6** To distribute support materials, presentations, readings, recordings, or certificates of attendance following the conclusion of an activity or demonstration.
- **4.1.7** To optimize browsing, performance, user experience, and cybersecurity on <https://www.alexandriamx.com/> through technical cookie management.
- **4.1.8** To manage attendance capacity, platform security, and technical support during events or demo sessions.

4.2 Secondary Purposes:

- **4.2.1** To send newsletters and invitations to future events, workshops, webinars, or hackathons organized or co-organized by Alexandr.ia.
- **4.2.2** To send communications regarding technological updates, new products (such as the Scrolls V2 platform), or educational programs from Alexandr.ia AI Learning Systems.

4.3 Opt-Out for Secondary Purposes:

If you do not wish for your personal data to be used for secondary purposes, or if you wish to exercise your ARCO/GDPR rights, you may inform us by sending an email to info@alexandriads.com. Withdrawing consent for secondary purposes will not affect your right to receive a requested demo, browse the website, or participate in events for which you have registered.

5. International Data Transfers and Processors

- **5.1** Data collected through the website, scheduling forms, and external platforms may be stored or processed on servers located outside of Mexico or the European Economic Area (EEA), primarily in the United States (utilizing enterprise-grade cloud infrastructure such as Google Cloud Platform and Firebase).
- **5.2** Alexandr.ia AI Learning Systems does not sell, rent, or trade your personal data to commercial third parties.

6. Retention Periods and Anonymization

- **6.1** Identifiable data (name, email, contact details) will be retained for the duration of the demo request handling, event organization, commercial/pre-contractual follow-up, and up to 12 months thereafter for sending event materials or certificates, or for the duration legally required to comply with statutory obligations.
- **6.2** Following this period, the data will either be securely deleted or subjected to an irreversible dissociation and anonymization process for statistical and business analytics purposes (e.g., measuring historical demo request volume or participant demographics). Once anonymized, the data ceases to be personal data under applicable law and may be retained indefinitely.

7. Rights of the Data Subject (ARCO Rights and GDPR)

You may exercise your data protection rights at any time by sending a formal request to info@alexandriads.com:

- **Access:** Learn what personal data we hold about you and how it is processed.
- **Rectification:** Request corrections to inaccurate, incomplete, or outdated information.
- **Cancellation / Erasure:** Request the deletion of your personal data from our mailing lists, event registries, or demo databases.
- **Object / Opt-Out:** Object to the processing of your data for secondary purposes.
- **Restriction and Portability:** Request the temporary suspension of processing or receive your data in a structured, machine-readable format pursuant to the GDPR.

To process your request, you must verify your identity by attaching a copy of a valid government-issued ID. We will respond within a maximum of 20 business days (Mexico) or 1 month (European Union).

8. Security Measures and Breach Notification

The Controller maintains technical, physical, and administrative security measures to protect your data against damage, loss, alteration, or unauthorized access. In the event of a security breach that poses a high risk to your rights, the Controller will notify the affected Data Subjects and relevant authorities within a maximum of 72 hours after confirming the incident.

9. Supervisory Authorities

If you believe that your right to data protection has been violated, you may file a complaint with the **INAI** in Mexico (inai.org.mx) or with the relevant Data Protection Authority in your EU member state of residence.

10. Cookies and Tracking Technologies

The website <https://www.alexandriamx.com/> uses essential cookies necessary for technical operation, as well as analytical cookies to help us understand visitor behavior. Users may configure or disable non-essential cookies at any time through their web browser settings.

11. Changes to this Privacy Notice

This privacy notice may be amended or updated due to new legal requirements, operational changes, or improvements to our registration tools and website. The current version will always be available for public consultation at: <https://www.alexandriamx.com/>.

Last updated: August 2026.