

# PRIVACY POLICY

	<b>Date:</b> 12/04/2026	<b>Reviewed by:</b> Chenson Team	<b>Code:</b> CH-202600453985
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## Chenson Advanced Materials | Distribuido por Delaguarda Group

### 1. INTRODUCTION AND SCOPE

This Privacy Policy describes how Chenson Advanced Materials Technology Co., Ltd. ("Chenson," "we," "us," "our") and its exclusive distributor for Latin America, Delaguarda Group, collect, use, protect, and share your personal information when you visit our website [www.chensonmaterials.com](http://www.chensonmaterials.com) or interact with our business services in the region.

For all inquiries, requests to exercise your ARCO rights (Access, Rectification, Cancellation, Opposition), or complaints related to the processing of your personal data in the region, please contact Delaguarda Group directly, as they act as the data controller for local purposes.

### 2. INFORMATION WE COLLECT

#### 2.1 Information you provide directly to us:

Identification data: Full name, position, company, country of residence.

Contact data: Professional email address, telephone number, postal address.

Business data: Project type, estimated purchase volume, construction sector.

Technical documentation: Requests for technical data sheets (TDS), safety data sheets (MSDS), quotes, or project specifications.

Communications: Content of messages sent via contact forms, chat, or email.

#### 2.2 Automatically collected information:

Browsing data: IP address, browser type, operating system, pages visited, time spent on the page, links clicked.

Cookies and similar technologies: See section 9 for more details.

Device data: Unique identifiers, language settings, time zone.

#### 2.3 Information from public or third-party sources:

Company data registered in professional directories or chambers of commerce.

Information provided by authorized business partners (with your consent).

## PRIVACY POLICY

	<b>Date:</b> 12/04/2026	<b>Reviewed by:</b> Chenson Team	<b>Code:</b> CH-202600453985
-----------------------------------------------------------------------------------	----------------------------	-------------------------------------	---------------------------------

### 3. PURPOSES OF DATA PROCESSING

We use your personal information for:

- Customer service: Legal basis - Contract performance / Legitimate interest. Data used: Name, contact information, company, inquiry.
- Sending technical documentation: Legal basis - Consent / Legitimate interest. Data used: Email, company, product of interest.
- Quote and order management: Legal basis - Contract performance. Data used: Business data, contact information, project details.
- After-sales technical support: Legal basis - Contract performance / Legal obligation. Data used: Contact information, purchase history.
- Marketing communications: Legal basis - Explicit consent. Data used: Email, product preferences.
- Website improvement: Legal basis - Legitimate interest. Data used: Anonymized browsing data.
- Regulatory compliance: Legal basis - Legal obligation. Data used: Data required for invoicing/customs.
- Fraud prevention: Legal basis - Legitimate interest. Data used: IP address, device, usage patterns.

### 4. LEGAL BASIS FOR PROCESSING

We process your personal data in accordance with the following legal bases, as applicable:

- Consent: When you expressly consent to processing for specific purposes (e.g., newsletter, events). You may withdraw your consent at any time.
- Contract performance: When processing is necessary to manage requests, quotes, or business relationships.
- Legal obligation: When we must comply with tax, customs, or product safety regulations.
- Legitimate interest: To improve our services, protect site security, and conduct business analysis, provided your fundamental rights do not override this interest.

### 5. DATA SHARING AND DISCLOSURE

5.1 With whom we may share your information:

- Delaguarda Group: As the exclusive distributor in Latin America, for sales and regional technical support.

# PRIVACY POLICY

	<b>Date:</b> 12/04/2026	<b>Reviewed by:</b> Chenson Team	<b>Code:</b> CH-202600453985
-----------------------------------------------------------------------------------	----------------------------	-------------------------------------	---------------------------------

- Service providers: Companies that assist us with hosting, web analytics, email marketing, or customer service, under confidentiality agreements.
- Competent authorities: When required by law, court order, or regulatory procedure.
- Authorized business partners: Only with your prior consent and for specific agreed-upon purposes.

## 5.2 What we DO NOT do:

We do not sell, rent, or trade your personal information to third parties.

We do not share your data for unrelated third-party advertising purposes.

## 6. INTERNATIONAL DATA TRANSFERS

Since Chenson Advanced Materials is headquartered in China and Delaguarda Group operates in Latin America, your data may be transferred internationally:

- From Latin America to China: For technical support, order management, and product improvement purposes.
- Protection measures: We use standard contractual clauses and confidentiality agreements to ensure the protection of your data.
- Storage: Data may be stored on secure servers in China and/or in the cloud with internationally certified providers.

## 7. DATA SECURITY

We implement appropriate technical and organizational measures to

To protect your personal information against:

- Unauthorized or unlawful access
- Accidental loss, alteration, or destruction
- Unauthorized disclosure
- Unlawful copying, dissemination, or processing
- Specific measures:
  - SSL/TLS encryption for data transmissions
  - Firewalls and intrusion detection systems
  - Role-based access control
  - Regular backups
  - Privacy training for our staff

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-----------------------------------------------------------------------------------	----------------------------	-------------------------------------	---------------------------------

## 8. DATA RETENTION

We retain your personal information only for as long as necessary to fulfill the purposes for which it was collected:

- Contact and inquiry data: 2 years from the last interaction
- Active customer data: Duration of the business relationship + 5 years (legal obligations)
- Marketing data: Until you withdraw your consent
- Anonymized browsing data: Indefinitely for statistical analysis
- Tax and accounting data: 10 years (according to local regulations)
- At the end of the retention period, we securely delete or anonymize your data.

## 9. COOKIES AND SIMILAR TECHNOLOGIES

### 9.1 What are cookies?

Cookies are small text files that are stored on your device when you visit our website.

### 9.2 Types of cookies we use:

Essential cookies: Necessary for the operation of the site (do not require consent).

Performance cookies: Collect information about how visitors use the site (require consent).

Functionality cookies: Remember your preferences (require consent).

Marketing cookies: Used to display relevant advertising (require consent).

### 9.3 Managing cookies:

You can configure your browser to reject cookies or to notify you when they are sent. However, some features of the site may not function properly without essential cookies.

## 10. YOUR RIGHTS

Under applicable data protection regulations, you have the following rights:

- Right of access: To request information about the data we hold about you.
- Right of rectification: Correct inaccurate or incomplete data.
- Right of cancellation/deletion: Request the deletion of your data ("right to be forgotten").
- Right to object: Object to the processing of your data for specific purposes.
- Right to data portability: Receive your data in a structured format and transmit it to another controller.

## PRIVACY POLICY

	<b>Date:</b> 12/04/2026	<b>Reviewed by:</b> Chenson Team	<b>Code:</b> CH-202600453985
-----------------------------------------------------------------------------------	----------------------------	-------------------------------------	---------------------------------

- Right to restrict processing: Request the restriction of processing in certain cases.
- Right to withdraw consent: At any time, without affecting the lawfulness of the processing prior to withdrawal.

To exercise these rights in Latin America, contact:

Delaguarda Group

Email: [privacy@delaguardagroup.com](mailto:privacy@delaguardagroup.com)

Subject: "Exercise of ARCO Rights"

Please include in your request:

Full name

Copy of official identification

Clear description of your request

Email address for notifications

We will respond to your request within a maximum of 30 business days.

### 11. MINORS

Our products and services are exclusively for construction professionals and companies in the sector.

We do not intentionally collect personal information from individuals under the age of 18.

If we discover that we have collected data from a minor without verification of parental consent, we will delete it immediately.

If you believe that a minor has provided us with data, please contact us at [info@chensonglobal.com](mailto:info@chensonglobal.com)

### 12. CHANGES TO THIS PRIVACY POLICY

We reserve the right to modify this Privacy Policy at any time.

Changes will take effect immediately upon posting on the website.

We will notify you of significant changes by:

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-----------------------------------------------------------------------------------	----------------------------	-------------------------------------	---------------------------------

A prominent notice on our website  
Email (if you are subscribed to our communications)  
We recommend that you periodically review this section.

Your continued use of our services after changes are posted constitutes your acceptance of the new policy.

### 13. APPLICABLE LAW

#### 13.1 For users in Latin America:

Applicable law: Data protection legislation of the user's country of residence.

Supervisory authority: The data protection authority corresponding to your country (e.g., INAI in Mexico, SIC in Colombia, etc.).

#### 13.2 For users outside of Latin America:

Applicable law: Laws of the People's Republic of China regarding the protection of personal information.

Supervisory authority: Cyberspace Administration of China (CAC).

### 14. CONTACT

For any questions regarding this Privacy Policy or the processing of your personal data:

For Latin America (Exclusive Distributor): Delaguarda Group

Website: [www.delaguardagroup.com](http://www.delaguardagroup.com)

Email: [info@delaguardagroup.com](mailto:info@delaguardagroup.com)

General email: [info@chensonglobal.com](mailto:info@chensonglobal.com)

Manufacturer: Chenson Advanced Materials Technology Co., Ltd.

Address: Huangxi Flying Goose Avenue West, Shipan Town, Boluo County, Huizhou, Guangdong, China

Telephone: +569 4213 4103

Website: [www.chensonglobal.com](http://www.chensonglobal.com)

Email: [info@chensonglobal.com](mailto:info@chensonglobal.com)

### 15. GLOSSARY

#### Data

Personal data: Any information relating to an identified or identifiable natural person.

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	<b>Date:</b> 12/04/2026	<b>Reviewed by:</b> Chenson Team	<b>Code:</b> CH-202600453985
-----------------------------------------------------------------------------------	----------------------------	-------------------------------------	---------------------------------

Data controller: The natural or legal person who determines the purposes and means of the processing of personal data.

Data processor: The person who processes personal data on behalf of the controller.

Consent: A freely given, specific, informed, and unambiguous indication of the data subject's agreement to the processing of personal data.

International transfer: The communication of personal data to a country or international organization outside the national territory.

[info@chensonglobal.com](mailto:info@chensonglobal.com) - [info@delaguardagroup.com](mailto:info@delaguardagroup.com)

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