



Política de Privacidad, Términos de Uso y Propiedad Intelectual

Vigente desde: 2025

Sitio web: <https://nexoincentives.com>

1. RESPONSABLE DEL TRATAMIENTO DE DATOS

NEXO INCENTIVES responsable del tratamiento de datos personales conforme a la Ley 1581 de 2012 (Colombia), normativas aplicables en América Latina y principios de privacidad aplicables en Estados Unidos.

Contacto: privacy@nexoincentives.com

2. ACEPTACIÓN DE LOS TÉRMINOS

El uso del sitio web implica la aceptación expresa de esta política.

3. INFORMACIÓN RECOPIADA

Datos de contacto, navegación, cookies y datos necesarios para la prestación del servicio.

4. FINALIDAD

Gestión comercial, contacto, analítica, cumplimiento legal y mejora de servicios.

5. BASE LEGAL

Consentimiento del titular, relación contractual, obligación legal e interés legítimo.

6. DERECHOS DEL TITULAR

Acceso, corrección, supresión, revocatoria, oposición y portabilidad de datos.

7. COOKIES

Uso de cookies conforme a normativas locales e internacionales.

8. MENORES DE EDAD

No recopilamos información de menores de 13 años (COPPA – EE.UU.).

9. ENLACES EXTERNOS

No somos responsables por sitios de terceros.



10. PROPIEDAD INTELECTUAL Y DERECHOS DE AUTOR

Todo el código fuente, arquitectura de software, interfaces, algoritmos, bases de datos, diseño UX/UI, documentación técnica y funcionalidad de la plataforma NEXO INCENTIVES son propiedad exclusiva de NEXO INCENTIVES o de sus licenciantes.

El código fuente está protegido por:

- Ley 23 de 1982 y Decisión Andina 351 de 1993 (Colombia)
- Digital Millennium Copyright Act (DMCA – Estados Unidos)
- Tratados internacionales de la OMPI (WIPO)

Queda estrictamente prohibido:

- Copiar, modificar o reutilizar el código fuente
- Realizar ingeniería inversa
- Distribuir o explotar comercialmente la plataforma sin autorización expresa

El acceso a la plataforma no concede ningún derecho de propiedad intelectual.

11. LIMITACIÓN DE RESPONSABILIDAD

NEXO INCENTIVES no será responsable por daños indirectos derivados del uso del sitio.

12. LEGISLACIÓN APLICABLE

Este documento se rige por las leyes de la República de Colombia, sin perjuicio de normas imperativas aplicables en otras jurisdicciones.

13. MODIFICACIONES

La empresa podrá actualizar esta política en cualquier momento.



Privacy Policy, Terms of Use and Intellectual Property

Effective Date: 2025

Website: <https://nexoincentives.com>

1. DATA CONTROLLER

NEXO INCENTIVES acts as the data controller and processes personal data in accordance with Law 1581 of 2012 of the Republic of Colombia, applicable data protection regulations in Latin America, and generally accepted privacy principles applicable in the United States. For any inquiries related to privacy or data protection, you may contact us at

privacy@nexoincentives.com.

2. ACCEPTANCE OF TERMS

By accessing or using this website and/or the NEXO Incentives platform, you acknowledge that you have read, understood, and expressly agree to this Privacy Policy and Terms of Use.

3. INFORMATION COLLECTED

We may collect and process personal information including, but not limited to, contact information, browsing and usage data, cookies, and any information necessary to provide our services. Such information is processed for purposes of commercial management, user communication, analytics, legal and regulatory compliance, and continuous improvement of our services.

4. PURPOSE OF DATA PROCESSING

The legal basis for processing personal data includes the data subject's consent, the performance of a contractual relationship, compliance with legal obligations, and NEXO Incentives legitimate business interests.

5. DATA SUBJECT RIGHTS

Data subjects may exercise their rights of access, correction, deletion, revocation of consent, objection, and data portability, as permitted by applicable law.

6. COOKIES

This website may use cookies and similar technologies in accordance with applicable local and international regulations.

7. MINORS

We do not knowingly collect personal information from individuals under the age of thirteen (13), in compliance with the Children's Online Privacy Protection Act (COPPA) in the United States.



8. THIRD-PARTY LINKS

This website may contain links to third-party websites. NEXO Incentives is not responsible for the content, privacy practices, or policies of such third-party sites.

9. INTELLECTUAL PROPERTY AND COPYRIGHT

All source code, software architecture, interfaces, algorithms, databases, UX/UI designs, technical documentation, and functional elements of the NEXO Incentives platform are the exclusive property of NEXO INCENTIVES and/or its licensors. Such materials are protected by applicable intellectual property laws, including Law 23 of 1982 and Andean Decision 351 of 1993 (Colombia), the Digital Millennium Copyright Act (DMCA) of the United States, and international treaties administered by the World Intellectual Property Organization (WIPO).

Any copying, modification, reuse, reverse engineering, distribution, or commercial exploitation of the platform or its components, in whole or in part, without prior express written authorization is strictly prohibited. Access to or use of the platform does not grant any intellectual property rights.

10. LIMITATION OF LIABILITY

To the fullest extent permitted by law, NEXO Incentives shall not be liable for any indirect, incidental, consequential, or special damages arising out of or related to the use of this website or platform.

11. GOVERNING LAW

This policy shall be governed by and construed in accordance with the laws of the Republic of Colombia, without prejudice to mandatory provisions applicable in other jurisdictions.

12. AMENDMENTS

NEXO Incentives reserves the right to update or modify this policy at any time, with changes becoming effective upon publication.