

## Privacy Notice

In accordance with the provisions of the Mexican Federal Law on Protection of Personal Data Held by Private Parties and its Regulations, the following Privacy Notice is issued.

For the purposes of this Privacy Notice, the following terms shall have the following meanings:

**Privacy Notice:** Refers to this document, which is made available to the HOLDER prior to the processing of their personal data, in accordance with Article 15 of the Federal Law on Protection of Personal Data Held by Private Parties.

**Personal Data:** Any information concerning an identified or identifiable natural person.

**ARCO Rights:** Refers to the rights of access, cancellation, rectification, and opposition that the HOLDER has regarding their personal data.

**Processor:** The natural or legal person who, alone or jointly with others, processes personal data on behalf of the controller.

**Law:** Federal Law on Protection of Personal Data Held by Private Parties and/or its Regulations.

**Controller:** Estrategias de Negocio, Tecnologías e Inversión S.C., as a private legal entity that decides on the processing of personal data.

**Holder:** The natural person to whom the personal data belongs.

**Processing:** Obtaining, using, disclosing, or storing personal data by any means. The use includes any action of access, handling, utilization, transfer, or disposal of personal data.

This Privacy Notice is made available to the **HOLDER**, in compliance with the provisions of the Federal Law on Protection of Personal Data Held by Private Parties, as well as other applicable legal provisions.

Estrategias de Negocio, Tecnologías e Inversión S.C., also known as El Gran Bajío, located at Av. El Campanario number 109, interior Local 15 PA, El Campanario, Postal Code 76146, Municipality of Querétaro, State of Querétaro, and with the website [www.elgranbajio.com](http://www.elgranbajio.com), is

**RESPONSIBLE** for the use and protection of the **HOLDER's** personal data who grants their consent according to this notice.

### For what purposes will we use your personal data?

**El Gran Bajío** may use your personal information for the following secondary purposes that are not necessary for the requested service but allow us to provide you with better attention:

- To verify the identity of the person
- For newsletter subscription

- Marketing or advertising
- Commercial prospecting

If you do not wish for your personal data to be used for these secondary purposes, please indicate below:

I do not consent to my personal data being used for the following purposes:

- To verify the identity of the person
- For newsletter subscription
- Marketing or advertising
- Commercial prospecting

Refusal to use your personal data for these purposes cannot be a reason for us to deny the services and products you request or contract with us.

#### **What personal data will we use for these purposes?**

To carry out the purposes described in this privacy notice, we will use the following personal data:

- Name
- Home phone number
- Cell phone number
- Email address
- Position or job title

#### **How can you access, rectify, cancel your personal data, or oppose its use?**

You have the right to know what personal data we have about you, why we use it, and the conditions under which we use it (Access). Likewise, you have the right to request the correction of your personal information if it is outdated, inaccurate, or incomplete (Rectification); to have it removed from our records or databases when you consider that it is not being used properly (Cancellation); as well as to object to the use of your personal data for specific purposes (Opposition). These rights are known as ARCO rights.

To exercise any of the ARCO rights, you must submit the respective request through the following means: Email to [medios@elgranbajio.com](mailto:medios@elgranbajio.com)

Regarding the procedure and requirements for exercising your ARCO rights, we provide the following information:

- a) Through which means can the HOLDER and, if applicable, their representative, as well as the latter's authority, verify their identity? Email to [medios@elgranbajio.com](mailto:medios@elgranbajio.com)

- b) What information and/or documentation should the request contain? Complete data
- c) How many days will it take to respond to your request? 5 business days
- d) By what means will we communicate the response to your request? Email
- e) In what media can the requested personal data be reproduced, if applicable? Website

The contact information of the person or department in charge of processing ARCO rights requests is as follows:

- a) Name of the person or department handling personal data: Manuel Espinosa
- b) Address: Av. El Campanario number 109, interior Local 15 PA, El Campanario, Postal Code 76146, Municipality of Querétaro, State of Querétaro.
- c) Email: [medios@elgranbajio.com](mailto:medios@elgranbajio.com)

You can revoke your consent for the use of your personal data.

You have the right to revoke the consent that you may have granted us for the processing of your personal data. However, please note that we may not always be able to comply with your request or immediately cease the use, as we may be legally obligated to continue processing your personal data for some legal requirement. Additionally, you should consider that, for certain purposes, revoking your consent may result in us not being able to continue providing the service you requested or may lead to the termination of your relationship with us.

To revoke your consent, you must submit your request through the following means: Email to [medios@elgranbajio.com](mailto:medios@elgranbajio.com)

To learn about the procedure and requirements for revoking consent, we provide the following means: Send an email requesting the procedure

### **How can you limit the use or disclosure of your personal information?**

In order for you to limit the use and disclosure of your personal information, we offer the following means: Email to [medios@elgranbajio.com](mailto:medios@elgranbajio.com)

The use of tracking technologies on our website We would like to inform you that on our website, we use cookies, web beacons, or other technologies through which we can monitor your behavior as an internet user. This helps us provide you with better service and improve your browsing experience on our website. The personal data we collect through these tracking technologies will be used for the following purposes:

### Marketing and statistics

The personal data we obtain from these tracking technologies includes: User's preferred language User's region User's browser type User's operating system type Pages visited by a user Searches conducted by a user Ads viewed by a user

To learn how to disable these technologies, please refer to the following means: Check the cookie usage notice when entering the website.

### **How can you be informed about changes to this privacy notice?**

This privacy notice may undergo modifications, changes, or updates due to new legal requirements, our own needs for the products or services we offer, our privacy practices, changes in our business model, or other reasons.

We are committed to keeping you informed about any changes to this privacy notice through the following means: They will be published on [www.elgranbajio.com](http://www.elgranbajio.com).

The procedure for notifications regarding changes or updates to this privacy notice is as follows: They will be published on [www.elgranbajio.com](http://www.elgranbajio.com).

Last update: December 2023

