



Pursuant to the terms of the provisions of the Federal Law of Personal Data Protection in Possession of Individuals (*Ley Federal de Protección de Datos Personales en Posesión de los Particulares*), we ask you to read the Terms and Conditions of this **Privacy Notice**. The contribution to be made of personal data, even those of a sensitive nature through different portals or service companies of the companies of **Grupo Promax**, constitutes the express acceptance of these Terms and Conditions, authorizing their use and transmission among the affiliate and/or subsidiary companies of **Grupo Promax**:

1. **Grupo Promax** is responsible for safeguarding and processing the personal data; the company has its registered office at Serafín Peña 938 Sur, Centro in Monterrey, N.L. Mexico, Zip Code: 64000. This Notice has as purpose the protection of personal data, in order to guaranty their privacy, handling and right of the contributor of said Information to its elimination and/or effective modification.
2. When providing personal information by any means, either electronic of physical, the grantor accepts and authorizes **Grupo Promax** to use and automatically process its personal data and information provided, which will become part of the database of any of the affiliate companies and/or subsidiaries of **Grupo Promax**.
3. Some of the data that will be obtained will be the following:
 - Full name
 - Age
 - Date of birth
 - Gender
 - Marital Status
 - Domicile
 - Nationality
 - Email
 - House phone, work phone, mobile
 - Preferred form of contact
 - Information on how you learned about our products and services
4. The use to be given to the information will be the following:
 - Development of new products and services
 - Learn about the market and the performance of the company within this
 - Follow-up to sales in order to reach client's satisfaction
 - Studies to determine consumer's satisfaction

- Put together consumers' files
 - Creation of directories
 - Database interrelation to know consumer's profile and needs
 - Remittance of promotions on our products or services
 - Delivery of promotions
 - Delivery of loyalty awards
 - All kinds of communications
 - Invitations to events
 - Make analysis in order to determine the effectiveness of advertising
 - To integrate databases of applicants to fill the vacancies
 - To integrate databases of the hired staff
5. The Federal Protection Law of Personal Data in Possession of Individuals establishes the rights of the grantor to object to the handling of the information that such grantor has provided. To enforce this objection, a request may be sent through the website www.tip-promax.com or in person to Grupo Promax, in coordination with the Human Resources team, which is in charge of Data Protection at Serafín Peña 938 Sur, Centro in Monterrey, N.L. Mexico, Zip Code: 64000

The request must contain the following data:

- Name and domicile or other mean to communicate you the answer to the request.
 - Copy of the documents evidencing the identity of the grantor or, as the case may be, the legal personality of the grantor's representative:
 - Clear and specific identification of the personal data in relation to which any of the rights of access, rectification, cancellation and opposition is intended to be exercised; and
 - Any other element facilitating the location of the required data.
 - The rectification of personal data, must be accompanied by suitable justifying documents to support the changes. The request will be replied to in a fifteen-working days term from the date of reception.
6. **Grupo Promax** reserves the right to modify and/or change this **Privacy Notice** at any time.