



PRIVACY NOTICE OF GUDIÑO CASAS, S.C.

Your privacy and trust are very important for Gudiño Casas, SC, therefore, we want you to make certain and known how we safeguard the integrity, privacy and protection of your personal data, in compliance with the Federal Law for the Protection of Personal Data in the Possession of Private Parties, its Regulations and the privacy notice guidelines.

In order to perform its services, it is necessary for Gudiño Casas, S.C. to obtain certain personal data; therefore it has the legal and social obligation to comply with adequate legal and safeguard measures to protect all personal data it has obtained for the purposes set forth in this privacy notice. All the foregoing is performed with the purpose of you having full control and decision on your personal data.

Identity and address: Gudiño Casas, S.C. (hereinafter referred to as the "Company") is a legal entity incorporated under the laws of the United Mexican States (Mexico), located at Jurisprudencia 13, Col. Copilco Universidad, C.P. 04360, Del. Coyoacán, Mexico City.

Personal data: The Company will collect from you the necessary personal data for the proper rendering of its services (hereinafter the "Services"), either directly or by means of its business partners. Such personal data shall include the following:

Identification data: name, address, telephone, marital status, signature, electronic signature, Taxpayer Federal Registry [Tax ID] (RFC for its acronym in Spanish), Unique Population Registry Code (CURP for its acronym in Spanish), place and date of birth, age, names of relatives, dependents and beneficiaries.

Work data: occupation, position, area or department, address, telephone and work email, extracurricular activities, job and personal references.

Property data: movable and immovable property, credit history, income and expenses, bank accounts, insurances, pension funds, securities, services contracted and personal references.

Purpose of processing personal data: The personal data you provide to us will be used for the following purposes:

- Identification of clients, updating of data in our records, rendering of services related to business development, taxes, legal, human talent and auditing, as well as subcontracting services with companies of the same corporate group, elaboration of reports for your company or the company in which you collaborate, creation and implementation of necessary processes for rendering of the Services, performing any complementary or auxiliary activities necessary for rendering of the Services, providing information on changes and amendments to our services, billing and collection, complying with our contractual obligations undertaken with you, contacting you for any topic related to the Services or this privacy notice.

- Advertising, marketing, commercial prospecting and transfer of personal data

It is important to mention that the above mentioned uses described in the first place are necessary for the legal relationship between you and the Company, while the rest are not. Therefore, once you have knowledge of this privacy notice, you have a period of five days to express your rejection, if that is the case, by means of the contact details shown below, otherwise, it will be understood that you have given your consent of processing of your personal data.

Transfer of data: The Company may transfer personal data to the extent necessary for rendering the Services within and even outside of Mexico; therefore, the Company is committed to comply with all legal protection principles around the transfer of your personal data.

In this regard, the Company informs you that in order to provide the Services, it may transfer your personal data to:

- Those entities that are part of our strategic alliances; Its business partners for the purpose of the managing and operating supplementary services to the Services, such as (illustrative but not limited to): transfer pricing studies, special analyzes, litigation, etc.; and external consultants for the purposes of managing the collection related to the Services and / or to defend the Company from any legal controversy arising from the rendering of the Services, such as collection agencies, external auditors and / or lawyers.

If the case may be, the Company will perform the necessary data transfers, subject to the conclusion of confidentiality agreements and providing that the person to whom it is transmitted agrees to submit the processing of personal data to this privacy notice. Therefore, by means of the contact details shown below, you may express your rejection to transfer your personal data to third parties, domestic and / or foreign, provided that the purposes, terms and conditions described in this privacy notice are respected.

Means and procedures for exercising ARCO Rights: Pursuant to applicable legislation, the data holder or his / her legal representative, previously identified or duly proved, may exercise his rights to access, rectify, cancel and oppose ("ARCO Rights"), before the

Department of Protection of Personal Data of the Company, describing, in a clear and precise manner, the personal data on which the ARCO Rights are to be exercised.

- Access. You have the possibility to know your information in possession of the person responsible of it, and that regarding the conditions and generalities of its processing.
- Rectification. In the event that any of your personal data is inaccurate or incomplete, you may request it to be modified by attaching the documentation proving such modification.
- Cancellation. You have the possibility to request the cancellation of your personal data. If it is the case, a blocking period will begin on which your personal data cannot be processed in any way, for a later deletion.
- Opposition. The data holder may reject, for justified reasons, the processing of his / her personal data or requesting its processing cessation.

You may exercise your ARCO Rights by using the Application Form you may request either by phone (56-59-95-99) or by e-mail (protecciondedatos@gudinocasas.com.mx). The Application Form must include the name and signature of the data holder, as well as an address or e-mail for sending the response of the request. It also must be accompanied by the official documents proving the identity of the data holder, including a clear and precise description of the personal data on which the rights conferred by the Law are to be exercised; any element or document which facilitates the location of the personal data applicable must be included, and the modifications to be made. The Application Form must be accompanied by the documentation supporting your request (only applies for the Right of rectification).

The Company shall notify to the data holders, through the same method by which it received the request for access, rectification, cancellation or opposition, the decision adopted, within a maximum period of twenty days from the date on which the request was received. In the event it is appropriate, the request will become effective within the fifteen days following the date on which the response is communicated.

The data holder may obtain free of charge the information or personal data requested by means of the exercise of the right of access: a) through digital documents, if he / she submitted his / her request via e-mail, and b) through simple copies, if he / she used conventional mail.

At the moment you contact us to exercise your ARCO Rights, it is important to provide a currently valid e-mail address and / or telephone number to issue a response to your request, or to contact you in the event we require further information from it. Please consider that unless we are not provided with the information abovementioned, your request will not be deemed submitted, pursuant to the provisions established in Article 94

of the Regulations of the Federal Law for the Protection of Personal Data in the Possession of Private Parties.

Revocation of consent: You may revoke the consent granted to us to processing your personal data, at any time, without being attributed retroactive effects, for which you must submit your request in the Application Forms you may request either by phone (56-59-95-99) or by e-mail (protecciondedatos@gudinocasas.com.mx). The Application Form must include the name of the data holder and its official identification.

Upon receipt of the request, the Company shall issue a response within the following twenty days through the same method by which it received the request. If the revocation of consent is appropriate, the Company will have fifteen days to make it effective.

Limitation of use or disclosure: You may limit the use or disclosure of your personal data by means of the following:

- Pursuant to the provisions of Article 18 of the Federal Consumer Protection Law, by requesting its registration before the Public Registry of Consumers, by means of which your information will no longer be used for marketing or advertising purposes. Pursuant to the provisions of Article 8 of the Law for the Protection and Defense of the User of Financial Services, by requesting its registration before the Public Registry of Users by means of which your information will no longer be used for marketing or advertising purposes. By requesting the Company, by e-mail (proteccion@gudinocasas.com.mx) or by phone (56-59-95-99), your registration to exclusion lists it has for the purposes of limiting the use or disclosure of the personal data that are in its databases. You may also use the means described in the previous paragraph to request your rejection to continue receiving communications or promotions by the Company. To make this request effective, you must include your name, and indicate the means by which you receive such information.

Any requests you wish to submit to the Company must be made by means of the Application Forms the Company provides. Therefore, we recommend contacting the Personal Data Protection Department (56-59-95-99, protecciondedatos@gudinocasas.com.mx).

Changes to the Privacy Notice: The Company reserves the right to change, modify, supplement and / or alter this privacy notice at any time, in which case the Company will notify you by means of a publication on its website at the following address: <http://www.gudinocasas.com.mx/>, Consequently, we invite you to review our website continuously.