



La firma que te respalda



### ***1. A) Responsible for protecting your personal data***

In accordance with the provisions of Articles 15 and 16 of the Federal Law on the Protection of Personal Data Held by Private Parties, we bring to your attention that (Asesoría y Protección Inmobiliaria) is responsible for processing your personal data; is a Private Partnership, which has the corresponding permits and authorizations; and is domiciled in: (Thiers No.88, Colonia Nueva Anzures, Municipality Miguel Hidalgo, CDMX, Zip Code 11590 and telephone number 5208-4058). To contact us: Office Responsible for the privacy of your personal data: (Business Area) E-mail: (contacto@firmante.com.mx) Website: (www.firmante.com.mx) Tel: (5208 4058 / 3252).

### ***1. B) For what purposes do we collect and use your personal data?***

Your personal data will be processed for the following purposes:

- 1) To provide the products and services you require,
- 2) To verify information regarding questions about certain products and hired services,
- 3) To inform you about any changes or new products or services developed by the company,
- 4) To comply with the obligations acquired with our customers,
- 5) To assess the quality of the product and hired service,
- 6) To carry out inner studies on consumer habits, and
- 7) To inform our customers about any benefits through our special offers.

### ***1. C) From where do we collect your personal data?***

We may collect your personal data for the purposes established in this Privacy Notice in the following ways:

- 1) When you provide it directly for us when making a special order;
- 2) When you provide it directly for us when making a home-delivery order;
- 3) When you provide it for us when filling out a registration application to our benefit plans;
- 4) When you visit our website or use our online services;
- 5) When you use our e-mail to make an observation, suggestion or complaint;
- 6) When you call our phone numbers and provide us with your personal data in order to make an observation, suggestion or complaint; and
- 7) When you use our complaints and suggestion box and provide us with your personal data by entering it in our form.

### ***1. D) Who receives your personal data?***

Our personnel who serve customers directly (Manager, Chief, Heads of Department, Supervisor, Assistant, Promoter, Secretary, Receptionist).

# Privacy Notice

*Firmante*

La firma que te respalda



## **1. E) What data do we receive?**

The personal data we receive may be, among others:

- 1) Name,
- 2) Address,
- 3) Telephone number,
- 4) Cellphone number,
- 5) Neighborhood,
- 6) Zip Code,
- 7) Municipality,
- 8) E-mail,
- 9) TIN in case you require invoice,
- 10) Date of birth, and
- 11) Credit information.

The data we receive for the delivery of products may be, among others:

- 1) Name of the person who will receive the order,
- 2) Date and time of delivery,
- 3) Address,
- 4) Telephone number,
- 5) Cellphone number,
- 6) Neighborhood,
- 7) Zip Code,
- 8) Municipality,
- 9) Cross streets or reference points.

The personal data we receive when you visit our website or use our online services may be, among others:

- 1) Name,
- 2) Address,
- 3) Telephone number,
- 4) Cellphone number,
- 5) Neighborhood,
- 6) Zip Code,
- 7) Municipality,
- 8) E-mail,
- 9) TIN in case you require invoice,
- 10) Date of birth,
- 11) Credit information

# *Privacy Notice*

---

*Firmante*

La firma que te respalda



## ***1. F) Sensitive Personal Data***

We inform you that in order to fulfill the purposes established in this Privacy Notice, the following data will be collected and processed as sensitive personal data:

- 1) Name,
- 2) Address,
- 3) Telephone number,
- 4) Cellphone number,
- 5) Neighborhood,
- 6) Zip Code,
- 7) Municipality,
- 8) E-mail,
- 9) TIN in case you require invoice,
- 10) Date of birth,
- 11) Credit information.



We commit ourselves to process said data under the strictest safety measures, which guarantee its confidentiality. Pursuant to Art. 9 of the Law, we require your express consent to process your sensitive personal data, thus we request that you inform us whether you authorize said Processing or not when making a special order, when hiring a home-delivery service, when requesting registration to our benefit plans, and when using our suggestion box.

## ***1. G) How can you restrict the usage or dissemination of your personal data?***

By letting us know you wish not to receive information from us by calling or e-mailing directly the person responsible for data privacy.

## ***1. H) How to access or correct your personal data or cancel or refuse its usage?***

It is important to inform you that you have the right to Access, Correct and Cancel your personal data, to refuse their processing and to revoke any consent given for said purpose, as well as to correct it in case it is inaccurate or incomplete; to cancel it whenever you deem it is no longer required for any of the purposes established in this Privacy Notice, whenever they are being used for purposes not previously authorized, or whenever there is no contractual relation or service relationship, or to refuse its processing for specific purposes. The mechanisms which have been implemented in order to exercise said rights take place through the submission of the corresponding form via:

- 1) E-mail,
- 2) Directly to our office located in (Thiers No.88, Nueva Anzures, Municipality Miguel Hidalgo, CDMX, Zip Code 11590 and phone number 5208 4058)

The time limits to process your request are the following: The time limit for your request to be processed via

- 1) E-mail will be 5 week days;
- 2) Directly to our office will be 5 week days.

For more information, please contact the person responsible for Data Privacy: Data Privacy Department: (Business Area)

E-mail: (contacto@firmante.com.mx)

Website: (www.firmante.com.mx) Privacy Notice section. Telephone number: (5208 4058 / 3252)



## ***1. I) How can you revoke your consent for the processing of your data?***

At all times you will be able to revoke the consent you have given for the processing of your personal data in order for us to stop using it. This requires that you submit your request via:

- 1) E-mail,
- 2) Directly to our office located in (Thiers No.88, Nueva Anzures, Municipality Miguel Hidalgo, CDMX, Zip Code 11590 and phone number 5208 4058)

We will inform you about its origin via e-mail or postal mail.

## ***1. J) Is your data allowed to be transferred to another country or shared with third parties?***

We commit ourselves not to transfer your personal information to third parties without your previous written consent, apart from the exceptions provided in Art. 37 of the Federal Law on the Protection of Personal Data Held by Private Parties, as well as to transfer it pursuant to the terms established in said Law. Art. 37 of the Law: Domestic and international data transfers shall be carried out without the owner's consent if one of the following assumptions takes place:

1. When the transfer is contained in a Law or Treaty of which Mexico is part;
2. When the transfer is necessary for prevention or medical diagnoses, the provision of health care, medical treatment or the management of health services;
3. When the transfer is carried out to controlling companies, subsidiaries or affiliates, under common control of the company responsible, or to a parent company or any company of the same group of the company responsible which operates under the same processes and inner policies;
4. When the transfer is necessary by virtue of a contract signed or to be signed in the interest of the owner, by the company responsible and a third party;
5. When the transfer is necessary or legally required in order to safeguard a public interest, or for the pursuit or administration of justice;
6. When the transfer is necessary for the recognition, exercise or defense of a specific right in a judicial process; and
7. When the transfer is necessary for the maintenance or compliance of a legal relationship between the company responsible and the owner.

# *Privacy Notice*

---

*Firmante*

La firma que te respalda



## ***1. K) Modifications to the Privacy Notice***

We reserve the right to make, at any time, any modifications or updates to this Privacy Notice in order to cater to any legislative developments, inner policies or new requirements for the presentation or offering of our products or services. Said modifications will be available to the public through the following means: \* Advertisement visible in our Office \* Our website section: Privacy Notice.

## ***1. L) Where can you submit a complaint or claim due to undue processing of your personal data?***

If you consider that your right to the protection of personal data has been infringed by the behavior of our employees, our actions or responses and if you consider that in the processing of your personal data there has been an infringement of the provisions established in the Federal Law on the Protection of Personal Data Held by Private Parties, you will be able to make the corresponding complaint or claim before the IFAI (Federal Institute of Access to Public Information). For more information visit [www.ifai.org.mx](http://www.ifai.org.mx).