



In recognition of the importance of legitimate processing, controlled and informed treatment of personal data and in compliance with the provisions of the Federal Law on Protection of Personal Data Held by Private Parties and other applicable laws, regulations or guidelines in the protection of Personal data, we make this Privacy Notice available to you. In this sense we inform you that the personal data that you have provided to us directly or through electronic means has been collected and will be treated, under the principles of legality, consent, information, quality, purpose, loyalty, proportionality and responsibility, of in accordance with the provisions of the Law.

The personal data, which we may collect in your case, and unless the owner provides otherwise through the means described in this Privacy Notice, will be treated and protected under strict confidentiality by GUACAMOLE DE LA SIERRA S.A. OF C.V. (hereinafter "GOVERDEN"), with domicile located on the Morelia Pátzcuaro Highway Km. 19, C.P. 58344, Tiripetío Town in the Municipality of Morelia, Michoacán, with telephone +52 (443) 688-2694 and email contact@goverden.com.

This Privacy Notice contains all aspects related to the processing of personal data, so any treatment of personal data will be governed by the legislation in force and applicable in the United Mexican States, so any dispute that arises on the occasion of its application it must be done before the jurisdiction of the competent courts of the City of Morelia, Michoacán.

Therefore, if you continue to provide your data after reading this notice, you will be expressing your full and express acceptance of this Privacy Notice and the way in which the processing of your personal data will be. Otherwise you must stop providing your personal data.

GOVERDEN will treat the personal data that you have provided to us in a confidential manner with the purposes indicated in this Notice, such as:

- Provide and, where appropriate, comply with the obligations contracted with you or on the occasion of the past, present or future relationship and / or labor relations such as: recruitment, selection and hiring of staff;
- Carry out the activities and efforts focused on the fulfillment of the obligations originated and derived from the legal or commercial relationship established with you, as well as for marketing, advertising or commercial prospecting purposes;
- Perform research and data analysis to improve our products, services and websites;
- Perform periodic studies and evaluations of our products and services;

We remind you that you are responsible for the truthfulness, accuracy and timeliness of the personal data you provide.

Your personal data may be transferred and processed by people other than GOVERDEN in the following cases:

1. Holding companies, subsidiaries or affiliates of GOVERDEN, or a parent company; for the purpose of backup, centralization of information, control of registrations, cancellations and updates of data, which operate at all times under privacy policies that comply with the corresponding legal provisions, to comply with the purposes indicated in this notice.
2. Government authorities, agencies or entities; in compliance with the obligations contemplated in the applicable legislation and / or in compliance with the requirements made by them;
3. Collection companies, for the recovery of unpaid loans and their judicial or extrajudicial collection, if it exists.

Likewise, it is important to inform you that you or your legal representative may at any time exercise the Right to Access your personal data and the details of the processing thereof, as well as to Rectify them in case of being inaccurate or instruct to Cancel them when you consider them to be excessive or unnecessary for the purposes that justified its obtaining, or oppose the processing thereof, as well as revoke your consent for the processing of your personal data, for this it is necessary that you do so through the "ARCO Rights Application" that we have prepared and that we will send to you when you contact directly the phone +52 (443) 688-2694



or via email contact@goverden.com; Once requested, you can send it to the aforementioned electronic address, by courier or postal mail to the address of GOVERDEN located on the Morelia Pátzcuaro Road Km. 19, C.P. 58344, Tiripetío Town in the Municipality of Morelia, Michoacán.

Only the ARCO Rights Application whose Holder or his duly accredited representative complies with the following shall be considered as submitted:

- Proof of identity by submitting a copy of your identification document (IFE, INE, passport or any other official identification) and having exhibited the original for comparison, you may also choose to send a certified copy to a Notary Public;
- When the Request is presented by the representative of the Holder, the identity of the Holder, the identity of the representative and the existence of the representation must be accredited in the manner established in the previous point, by means of a public instrument or power of attorney signed before two witnesses, or declaration in personal appearance of the Holder;
- Provide the address and / or email to be able to communicate the response to the ARCO Request;
- A clear and precise description of the personal data for which you seek to exercise any of the ARCO Rights;
- Any document or information that facilitates the location of your personal data;
- In case of requesting a rectification of data, you must also indicate the modifications to be made and provide the documentation that supports your request.

The Personal Data Protection Officer will respond to your ARCO Request and the reasons for your decision by email within a maximum period of 20 business days from the day your ARCO Request was received. In the event that the ARCO Request is answered in an affirmative or appropriate manner, the requested changes will be made within a maximum period of 15 business days. The deadlines referred to in this paragraph may be extended only once for an equal period if necessary.

In the case of the right of access, the request will be considered when GOVERDEN makes the personal data available on site or by issuing simple copies or electronic documents that are sent to the email provided.

GOVERDEN may deny the exercise of its ARCO Rights in the following cases:

- When you are not the owner of the personal data, or cannot prove the representation of the owner;
- When your personal data is not in the GOVERDEN database;
- When the rights of a third party are injured;
- When there is a legal impediment or the resolution of a competent authority, which restricts your ARCO Rights, and;
- When the rectification, cancellation or opposition has been previously made.

The Refusal may be partial, in which case GOVERDEN will make the access, rectification, cancellation or opposition in the corresponding part. However, you must bear in mind that not in all cases we will be able to attend your ARCO Request or terminate the use immediately, since it is possible that for some legal obligation we require to continue treating your personal data.

If you believe that your right to protection of personal data has been injured by any conduct of our employees or our actions or responses, you assume that in the treatment of your personal data there is a violation of the provisions set forth in the Federal Law of Protection of Personal Data Held by Individuals, may file the corresponding complaint or complaint with the IFAI.

GOVERDEN reserves the right to make changes or updates to this Privacy Notice at any time, in response to new legislation or internal policies. In such cases, such modifications will be available to the public at the address of GOVERDEN, as well as on the website www.goverden.com, in the "Privacy Notices" section.