

"PRIVACY NOTICE" THAT IN COMPLIANCE WITH THE PROVISIONS OF THE "FEDERAL LAW ON THE PROTECTION OF PERSONAL DATA IN POSSESSION OF INDIVIDUALS," ITS REGULATION AND THE GUIDELINES TO THE PRIVACY NOTICE, STATE BY A PROMOTORA TURISTICA POSADA REAL, S.A. DE C.V., from now on "THE RESPONSIBLE" FOR THE USE OR TREATMENT OF THE "PERSONAL DATA" AND, ON THE OTHER PART, THE NATURAL PERSON "HOLDER" OF THE "PERSONAL DATA."

THE "PERSONAL DATA" CONSIST OF THE PERSONAL INFORMATION OF THE "OWNER" OF THE SAME, WHICH IS IN THE FORMATS, PRINTED OR ELECTRONIC, PROVIDED BY PROMOTORA TURISTICA POSADA REAL, S.A. DE C.V. ; OR BY THE POSADA REAL PUERTO ESCONDIDO HOTEL.

1. Representations of the parties. Promotora Turistica Posada Real, S.A. de C.V., "The Responsible," is a company incorporated following Mexican law and is committed to protecting your privacy. Recognizes the obligation to inform you who is "The Owner" of the "Personal Data" regarding the use of them. With this knowledge, you will have control over the "Personal Data" you provide to "The Responsible."

The purpose of obtaining your information is to link that said news with the type of services provided in the hotel mentioned above, in the future "The Hotel."

The address of "The Responsible" is Paseo del Pedregal N° 59 Col. Jardines del Pedregal, C.P. 01900, Álvaro Obregón, Mexico City. Our Department of Protection of Personal Data located at the same address, with the email: datos.personales@hotelinpuertoescondido.com

"The Owner" of the "Personal Data" declares under protest of telling the truth that each of the data provided to "The Responsible" directly or through "The Hotel," travel agencies or promoters, and in general through any third party, are true and accurate. You have read and understood the use of the information you have provided. And that it expressly authorizes "The Responsible" the use and treatment of its "Personal Data" and its "Sensitive Personal Data" under the provisions of this Privacy Notice.

2. Important Information. For you to know clearly, the treatment that "The Responsible" will give to a) your "personal data" and b) your "sensitive personal data," below we indicate what such concepts consist of:

"Personal data": It is any information concerning a natural person that identifies him or makes him identifiable, expressed in numerical, alphabetical, graphic, photographic, acoustic, or any other type. Examples include a name, degree of studies, address, professional identity card, email, social security number, bank card, or service number.

"Sensitive personal data": Are those personal data that affect the most intimate sphere of its owner, or whose misuse may give rise to discrimination or entail a severe risk for him, such as, for example, his racial or ethnic origin; past, present and future health status; genetic information; religious, philosophical and moral beliefs; union membership; political opinions; among others.

Treatment: It is the obtaining, use, disclosure, or storage of personal data by any means. The benefit covers any action of access, handling, use, transfer, or emotional data disposition.

Tacit consent. It is understandable that the Holder tacitly consents to the processing of their data when the privacy notice having been made available to them, they do not express their opposition.

Express consent. Sensitive personal data required for their treatment by "The Responsible," an autograph writing, electronic signature, or another mechanism that gives certainty to the Holder. The financial or patrimonial data will generally require it.

3. "Personal Data" and "Sensitive Personal Data" obtained and used. The "Personal Data" and "Sensitive Personal Data" that will be obtained and used by "The Responsible" could be: name and surname; nationality; sex; the level of study; Languages; personal, work or fiscal address; Email address; landline and cell phone number; bank or service card number with security code; key of the Federal Taxpayers Registry; social Security number. "The Responsible" also collects data from publicly

accessible sources and other sources available in the market to which you may have given your consent to share your personal information.

4. We will use your data to:

The personal data described in point 3. above, are received and used, among other purposes, for the following: 4.1) manage the information of our guests, clients and prospects, to maintain an updated database, providing information on services and activities hired or in the hiring process; 4.2) attend and improve customer service based on the reservation confirmation document; 4.3) provide information to clients and guests in a clear and visible way, on the conditions, policies and provisions for the hiring and use of services and facilities; 4.4) inform about environmental practices, means of payment, fees for services, modalities and schedules, as well as any change that occurs in the reservation, after its confirmation; 4.5) manage charges and collection to customers and guests, via bank or service cards; 4.6) prepare, manage, send and collect invoices or digital tax receipts; 4.7) manage incentives and discounts to clients and guests; 4.8) sending promotional material, unless you expressly express to the Data Department your wish not to receive such news; 4.9) manage security by applying the legal regulations in force regarding safety, hygiene and contingencies, evacuation plan and emergencies; 4.10) safeguard, destroy, send or deliver, as the case may be, objects, documents or other goods forgotten by clients or guests; 4.11) manage the treatment and response of complaints or claims from guests and customers.

5. Video surveillance cameras.

"The Responsible" has video surveillance cameras installed in "The Hotel" for security purposes. The recordings are kept in a restricted area, access to which is only allowed to managers. The tapes are destroyed every fortnight, except for the need to clarify an incident.

6. Non-commercialization of guest and customer information. "The Responsible" for using and treating the "Personal Data" and "Sensitive Personal Data" of "The Hotel", undertakes not to commercialize them with any natural or legal person. And it will only provide "The Hotel" and travel agencies or promoters such data for the purposes indicated in point 4. above. The Data Owner authorizes the "Responsible" to use any means of social networks (Facebook, Twitter, emails, and others) to make available the information contained in point 4. above.

7. ARCO Rights. The Data Owner has the right to Access, Rectify, Cancel their Personal Data, or Oppose its use.

The Data Owner has the right to know which of her data "The Responsible" has, what she uses them for, and the conditions of use she gives them (Access). Likewise, it is your right to request your personal information corrected if it is outdated, inaccurate, or incomplete (Rectification). You have the right to have the Data deleted from the records or databases of "The Responsible", when The Owner considers that are not used by the principles, duties, and obligations provided for in the regulations (Cancellation). You have the right to object to the use of your "Personal Data" and "Sensitive Personal Data" for specific purposes (Opposition).

Procedure for the exercise of ARCO Rights: To exercise ARCO rights, you or your representative must present a Request for Access, Rectification, Cancellation or Opposition to the Responsible Party, or in your email, already mentioned, following information and documentation: 1) the name of the Data Owner and address, email, or other means to communicate the response to your request; 2) the documents that prove your identity (simple copy in printed or electronic format of your voter's credential, passport or, where appropriate, the legal representation of the holder (simple copy in printed or electronic structure of the simple power of attorney with autograph signature of the holder, of two witnesses and of the agent and their corresponding official identifications such as voter credential or passport; 3) the clear and precise description of the Personal Data and / or Sensitive Personal Data, regarding which you seek to exercise any of the ARCO rights ; and 4) any other element or document that facilitates the location of your personal data. In the case of requests for rectification of personal data, you must also indicate the modifications to be made and provide the documentation that supports your request. Promotora Turística Posada Real, S.A. de C.V. will respond to you within a maximum period of twenty days, counted from the date on which it received the Request for Access, Rectification, Cancellation, or Opposition, so that, if it is appropriate, it becomes effective in the next.

8. CHANGES TO THE PRIVACY NOTICE: Promotora Turística Posada Real, S.A. de C.V., may modify this Privacy Notice at any time to implement improvements or incorporate new measures provided for in the Law, its Regulations, the Guidelines to the Privacy Notice, or other regulatory provisions. The changes that this privacy notice may undergo will be available on our website: www.hotelinpuertoesccondido.com in the Privacy Statement section.

9. CONSENT. Understandably, the Data Owner provides his express consent for collecting, treating, and using his Personal Data and Sensitive Personal Data. Under this Privacy Notice, by voluntarily providing the requested information, expressing his will through a written, electronic statement or by any other manifestation that so indicates. Or when the privacy notice has been made available to you, you do not express your opposition to the obtaining and processing your data.

10. APPLICABLE LEGISLATION. The application of this Privacy Notice, and its interpretation in case of doubt, are governed by the Federal Law on Protection of Personal Data in Possession of Private Parties, the Federal Code of Civil Procedures and the Federal Law of Administrative Procedure, and the other laws and regulations and applicable administrative provisions.

11. VALIDITY: This Privacy Notice is effective from the date of publication on the website of "The Responsible Party": www.hotelinpuertoesccondido.com in the Privacy Statement section.

12. MANIFESTATION OF CONSENT. The Owner of the Personal Data and Sensitive Personal Data expressly declares to have read this Privacy Notice content.

.....
Promotora Turistica Posada Real, S.A. de C.V.