

Last version: December 17th of 2020.

Privacy Notice

Aviso Legal: El aviso de privacidad en español es el único documento que debe considerarse como original y válido. La finalidad de este documento es procurar su entendimiento a personas que no conozcan el idioma español.

Disclaimer: The Privacy Notice in Spanish is the only document that should be considered original and valid. The purpose of this document is to seek its understanding from people who do not know the spanish language.

1. Identification of the person responsible

Jorge Guillermo López Martínez¹, (hereinafter: the "responsible person"), pursuant to the provisions of articles 15 and 16 of the Federal Law on the Protection of Personal Data in Possession of Individuals (hereinafter: the "Law"), with address located at 5 Avenida Sur #707, Centro Cozumel, Quintana Roo, Zip Code: 77600, identifies himself as the responsible person for collecting your personal data, as well as for the processing thereof.

2. Email address

In all matters concerning the processing of your personal data, you can contact the responsible person by sending an email to the following address: micasaencozumel@yahoo.com

3. Identification data²

The following data may be collected in different ways, either physically, through a website, by e-mail specified in the previous point or others, or by social media or other sources that are permitted by the Law itself. As a customer, supplier or other, the following data may be obtained from you, depending on the particularity of the case:

- a) Name, social reason or denomination;
- b) Address;
- c) Copy of official identification;
- d) Unique Key of the National Population Registry (CURP);
- e) Federal Taxpayer Register (RFC);
- f) Legal information of your company: constitutive act, power of legal representative and/or official identification of the legal representative (in addition to the above and subsequent paragraphs);
- g) Email;
- h) Telephone and/or cell phone number;
- i) Visual information that throws video surveillance systems that seek the safety of the place;
- j) As well as related information.

4. Sensitive data

The responsible person does not collect, process or store this type of data.

5. Financial and/or equity data

The responsible person does not collect, process or store this type of data.

6. Main or necessary purposes of the processing of your personal data

Your personal data will be used for the following main purposes:

- a) To provide the services, goods and/or products requested (focused on lodging services); and
- b) To assess the quality of the services, goods and/or products that have been provided (focused on lodging services).

7. Secondary or additional purposes of the processing of your personal data

Your personal data will be used for the following secondary purposes:

- a) To send you advertising of services, goods and/or products, either by email or by any other digital means, or in physical form; and
- b) To develop programmes and/or studies for the determination of consumption habits.

8. Limitations on the purposes of the processing of your personal data

In case you want to limit the processing of your personal data with respect to the purposes set out above, you are asked to send a written request, expressing in a clear and concrete way what purposes you do not want to continue to apply to your person through the following email address: micasaencozumel@yahoo.com, same request that you must specify/annex the following:

- a) Full name of the holder;
- b) Address of the owner of the personal data or email, through which a response can be sent;
- c) For natural persons, official documents proving their identity;
- d) For legal entities, it will be necessary to annex the documents proving the legal existence of the company, as well as the power of the legal representative, including the official identification of the latter; and
- e) The request for limitation of the processing of any or more personal data with respect to specific purposes.

9. Exercise of ARCO rights and revocation of consent

The responsible person, who will always observe in the processing of your data the principles of legality, consent, information, quality, purpose, loyalty, proportionality and responsibility, makes available **the ARCO rights**, a brief description of them, as well as the means for their exercise:

- **Acces:** it is your right to know your data;
- **Rectification:** It is your right to request the correction of your personal information, if it is incomplete, inaccurate or outdated;
- **Cancellation:** It is your right to delete your information from a database; and

¹ This privacy notice does not operate the legal figure of the "person in charge", as the responsible person acts on his own.

² The identification data mentioned herein may be relating to natural persons or legal entities, depending on the case. Likewise, all data may be collected or only some, depending on the case.

- **Oposition:** It is your right to object to the processing of your data for specific purposes.

Kind regards

Jorge Guillermo López Martínez

In the event that you wish to seek the exercise of ARCO rights or the revocation of consent to the processing of your personal data, you are kindly asked to send an email clearly and concretely to the following address: micasaencozumel@yahoo.com, specifying, as indicated in article 29 of the Law, the following information:

- a) The name of the holder and address, to communicate a response;
- b) Documents proving the identity or, where appropriate, legal representation of the holder;
- c) The clear and accurate description of the personal data for which one of the aforementioned rights is sought; and
- d) Any other element or document that facilitates the location of personal data.

You are asked to remain calm, since the procedure to which the exercise of your ARCO rights will be subject, is the one that is stipulated in the Law, therefore, will always be taken care of in legal terms, in a confidential and timely manner.

10. Transfer of your personal data

The responsible person declares that he will not make transfers of personal data that require your consent at national or international level, however, he may make those that fall within any of the fractions of article 37 of the Law.

11. Security measures to protect your personal data

Due to the commitment of the responsible person to comply with the Law, your data will be protected under strict confidentiality, which is guaranteed from the security measures implemented (physical, technical and administrative).

12. Underage and Other Incapable Policy

In the event that you are a minor or otherwise considered incapable, it is recommended that your parents, representatives or guardians help you establish any contact.

13. Update and/or changes to this Privacy Notice

In the event of changes to this privacy notice under reforms to the legal provisions in force or from personal policies, these changes will be notified to you through the website: www.micasaencozumel.com

14. Final considerations

We inform you that the acceptance or not of this privacy notice refers to the established in articles 8, 9 and 10 of the Law (not restrictively).

Always seeking dialogue, the responsible person is always open to receive any comment or suggestion, both in terms of this privacy notice and with respect to the services, goods and/or products offered, in this sense, the commitment to your rights is reiterated. Your contact is appreciated as set out in point 2 of this privacy notice.

For any additional questions you may have regarding the constitution or operation of the rights and obligations relating to the protection of personal data, please visit the website of the competent authority: the National Institute of Transparency, Access to Information and Protection of Personal Data (INAI).

Thanking you for your trust, I reiterate my commitment to the protection of your rights.