

Privacy Notice

In compliance with the provisions established in the Federal Law on Protection of Personal Data Held by Private Parties (hereinafter the "Law") **DATA EVOLUTION S.A. DE C.V.**, with address at **Gustavo Baz 2160, building 4, Tlalnepantla de Baz, Corporativo Fibra Uno**, makes available to interested parties its privacy notice for the proper handling of personal data to which it has access, under which it will carry out the legitimate treatment of the same.

"DATA EVOLUTION" has as its main objective the protection of personal data, and sensitive data, that may be provided by visitors and users of its Website (www.dataevolution.com.mx) or any means of collecting personal data. Access to and protection of personal data delivered to **"DATA EVOLUTION"** will be used and protected in accordance with the principles of legality, consent, information, quality, purpose, loyalty, proportionality and responsibility (hereinafter, jointly the "Information"). For the above, **"DATA EVOLUTION"** has established the following provisions to protect said Information.

"DATA EVOLUTION" is committed to visitors and/or users who enter their personal data on the Site, including, but not limited to, subscribers, clients, suppliers and/or users and the general public, that the data will be used as detailed below:

A. Information provided that will be used for the sale of products, providing opinions or reports on any matter related to **"DATA EVOLUTION"**.

B. Information provided to access the information contained and/or displayed on the Portal, whether owned by **"DATA EVOLUTION"** and/or related collaborators or third parties, as well as to establish closer contact with **"DATA EVOLUTION"**, its collaborators, users and/or authorized visitors on the Site.

C. Information requested from users or visitors through the Portal, such as name(s), surname(s), email address, telephone number, home address, employment data, required by **"DATA EVOLUTION"**, which are not considered sensitive data in accordance with the provisions of the Federal Law on the Protection of Personal Data Held by Private Parties.

"DATA EVOLUTION" may transfer your personal data to Mexican or foreign third parties that provide services necessary for its proper operation, as well as to its associated companies.

In such cases, we inform you that **"DATA EVOLUTION"** will adopt the necessary measures so that the persons who have access to your personal data comply with the privacy policy of **"DATA EVOLUTION"**, as well as with the principles of protection of personal data established in the Law.

Such derived information, as well as the information provided by clients, users and/or visitors, may be used for various commercial purposes, such as providing statistical data, sending information to clients, users and/or visitors of the Site according to their specific interests, conducting marketing research, and other activities or promotions that **"DATA EVOLUTION"** deems appropriate.

“DATA EVOLUTION” may also disclose information when required by law and/or by a competent authority, or when it considers in good faith that such disclosure is necessary to: I) Comply with legal processes; II) Respond to claims involving any content that undermines the rights of third parties, or; III) Protect the rights of **“DATA EVOLUTION”**, its users and the general public.

The **“DATA EVOLUTION”** Site may contain links to sites or web pages operated by business partners, affiliated companies or related third parties. Therefore, it is understood that you may or may not see a hyperlink once you leave the **“DATA EVOLUTION”** Site. Please review the privacy policies of the site you entered, and if you do not agree with the policies that govern said site, leave the site. We are, in no case, responsible for the privacy practices and policies of the sites operated by our business partners, affiliates or related third parties.

We hereby state that we have procedures and policies in place to reasonably protect the loss, misuse or alteration of your personal data. Notwithstanding the foregoing, we ask you to take into account that we cannot guarantee the security and safeguarding of the information transmitted or collected by and to us.

This Site may use "cookies" in connection with certain features or functions. "Cookies" are specific types of information that a website transfers to a user's computer hard drive for record-keeping purposes. "Cookies" make using a website easier by enabling functions such as saving passwords and preferences while a visitor is on the Site.

“DATA EVOLUTION” does not use “cookies” to obtain personal information from users’ computers that was not originally sent in the “cookie.” While most browsers automatically accept “cookies,” you can preset your browser to reject “cookies.”

You may revoke your consent, as well as object to the processing of your personal data for purposes that are not essential for the legal relationship that gave rise to the Services you have requested. To carry out such revocation, you may obtain the corresponding form on the **“DATA EVOLUTION”** Site, through which we will exclude you from our campaigns for marketing, advertising or commercial prospecting purposes.

You or your duly accredited legal representative may limit the use or disclosure of your personal data; as well as exercise, when appropriate, the rights of Access, Rectification, Cancellation or Opposition provided by Law through the form that **“DATA EVOLUTION”** provides for such purposes. It is important to mention that the exercise of any of these rights is not a prerequisite nor does it prevent the exercise of another right.

Likewise, we inform you that you have the right to initiate a Data Protection Procedure before the Federal Institute for Access to Information and Data Protection (www.ifai.gob.mx) within 15 days following the date on which you receive the response from **“DATA EVOLUTION”**, or after the end of the 20-day period counted from the date of receipt of your request to exercise your rights.

Any changes to this notice will be notified to you through any of the following means: a written notice sent to your home address; a message sent to your email address or through messages published in widely circulated newspapers. For more information, visit www.ifai.mx