

PRIVACY & COOKIES POLICY

COMFIA GRUPO EMPRESARIAL, S.A. DE C.V., hereinafter COMFIA, undertakes to ensure the privacy of the personal information obtained through its services. It is advisable to read the regulations described below in order to understand the handling of the data provided. COMFIA declares that it is responsible for the protection and processing of your personal data, with registered office located at Río Balsas 73, interior 302, Colonia Cuauhtémoc, Delegación Cuauhtémoc, C.P. 06500, Mexico City, Mexico.

CONTACT

If you have any questions regarding the Privacy Policy you can contact us by sending an email to arco@expobal.com requesting for our ARCO Department.

PURPOSES OF HANDLING

Your personal data may be handled by COMFIA for purposes such as:

- To provide the services required by you;
- To Inform you about changes or new services that are related to the contracted or acquired by the client;
- To comply with obligations contracted by our clients;
- To evaluate service quality;
- To carry out internal studies on consumer habits;
- To send advertising about our services;
- For commercial prospecting.

COLLECTION OF PERSONAL DATA

Based on the purposes stated in this privacy notice, COMFIA may collect your personal data in different ways, such as:

- when you provide them directly to us;
- when we obtain information from other sources that are permitted by law.

PERSONAL DATA WE COLLECT DIRECTLY

COMFIA collects your personal data directly from you from different means, such as when you provide information in order for us to provide you with a particular service. The data that we obtain by this means can be, among others:

- Name and surname;
- Address;
- Date of birth;
- Country (country of residence);
- Telephone (home or office);
- Cell phone;
- E-mail address;
- Company name;
- Registered address;
- Position (title) held within the company;
- Nationality of the company;
- Company profile and/or Company activity;
- Federal Taxpayers Registry or equivalent according to country;
- Fiscal address;
- Fiscal system;
- Password;
- Federal Taxpayers Registry;
- Personal data related to form of payment;
- Name of the holder;
- Bank account number;

- Clabe; (Mexico)
- Bank of origin.

PERSONAL DATA WE COLLECT THROUGH OTHER SOURCES PERMITTED BY LAW.

We may obtain information about you from other sources permitted by law, such as telephone directories or work directories. The data we collect by these means may include, but is not limited to:

- Name and surname;
- Address;
- Telephone number (home or office);
- Cell Phone number;
- E-mail address;
- Federal Taxpayers Registry or equivalent according to country;
- Fiscal address;
- Other tax data;
- Nationality;
- Marital Status;
- Date of birth, age;
- Current profession;
- Type of activity you perform;
- History of professions exercised;
- History of previous studies;
- Languages of which you have knowledge.

SENSITIVE PERSONAL DATA

Sensitive personal data are those personal data that may affect the most intimate sector of the holder, or whose improper use may give rise to discrimination or entail a serious risk for the holder. In particular, sensitive personal data are those that may reveal aspects such as racial or ethnic origin, present and/or future state of health, genetic information, religious, philosophical and/or moral beliefs, trade union membership, political opinions and/or sexual preference.

COMFIA informs you that it does not have access to or process any type of personal data considered by law as sensitive, in compliance with the provisions of Article 9 of the Federal Law on the Protection of Personal Data in the Possession of Individuals, of July 5th, 2010.

HOW YOU CAN ACCESS YOUR PERSONAL DATA.

The data holders have the right to access their personal data held by COMFIA, as well as the details of the handling of the same, in terms of what is established in article 23 of the Federal Law on the Protection of Personal Data in the Possession of Individuals, of July 5th, 2010.

If you wish to access the personal data that COMFIA has about you, you must follow these steps:

- Download Form E-1 [here](#) or request a physical copy from COMFIA offices;
- Follow the instructions and fill out Form E-1 correctly;
- Deliver E-1 form correctly filled out to COMFIA, by e-mail to arco@expobal.com or ordinary mail to Río Balsas 73, interior 302, Colonia Cuauhtémoc, Delegación Cuauhtémoc, C.P. 06500, Mexico City, Mexico, in both cases with acknowledgement of receipt;
- Attach the necessary documents as per the instructions shown in Form E-1, such as:
 - A simple copy of a valid official identification of the holder of the personal data;
 - In the event that the holder of the personal data is a minor or incapacitated, the legal representative must attach in addition to the document indicated in the previous point, a simple copy of the identification document of the legal representative of the holder of the personal data and a simple copy of the document accrediting the representation of the holder of the personal data.

The exercise of the right of access to your personal data held by COMFIA is free of charge. In the event that you exercise two or more times any of your rights (access, rectification, cancellation and / or objection) in a period of time less than twelve months, your second or subsequent exercises will cost \$186.99 (ONE HUNDRED EIGHTY

SIX PESOS 99/100 M.N.), except in the event that COMFIA has made substantial modifications to its privacy notice and situations arise that warrant the exercise of the same right by the same data holder in less than 12 (twelve) months, in which case, the second or subsequent exercises will have no cost to the holder of the personal data. In the event that the aforementioned payment applies, you must pay \$186.99 (ONE HUNDRED EIGHTY SIX PESOS 99/100 M.N.) to bank account number 220-93868-001-9, CLABE 058180000002588308, bank BANREGIO, branch 220, whose holder is COMFIA GRUPO EMPRESARIAL, S.A. DE C.V., and attach a copy of the proof of payment to the documents requested previously.

Once the Form E-1 has been presented correctly, COMFIA will respond to it within a maximum period of 20 working days from the day in which you delivered the Form E-1. If your claim is successful, COMFIA will exercise the right of access you request within a maximum of 15 working days from the day you receive COMFIA's response to Form E-1. The aforementioned periods may be extended by COMFIA when it considers that there are facts that may justify a longer period of time.

For further information, please contact our ARCO Department at (55) 8662-5556, or by sending an e-mail to arco@expobal.com

HOW YOU CAN RECTIFY YOUR PERSONAL DATA.

Data holders have the right to rectify their personal data when they are inaccurate or incomplete, in terms of the provisions of Article 24 of the Federal Law on the Protection of Personal Data in the Possession of Individuals, of July 5, 2010.

If you wish to rectify the personal data that COMFIA has collected from you, you must follow the following steps:

- Download Form E-2 [here](#) or request a physical copy from COMFIA offices;
- Follow the instructions and fill out Form E-2 correctly;
- Deliver E-2 form correctly filled out to COMFIA, by e-mail to arco@expobal.com or ordinary mail to Río Balsas 73, interior 302, Colonia Cuauhtémoc, Delegación Cuauhtémoc, C.P. 06500, Mexico City, Mexico, in both cases with acknowledgement of receipt;
- Attach the necessary documents as per the instructions shown in Form E-2, such as:
 - A simple copy of a valid official identification of the holder of the personal data;
 - Copy of the documents accrediting the rectification (if applicable).
 - In the event that the holder of the personal data is a minor or incapacitated, the legal representative must attach in addition to the document indicated in the previous point, a simple copy of the identification document of the legal representative of the holder of the personal data and a simple copy of the document accrediting the representation of the holder of the personal data.

The exercise of the right of access to your personal data held by COMFIA is free of charge. In the event that you exercise two or more times any of your rights (access, rectification, cancellation and / or objection) in a period of time less than twelve months, your second or subsequent exercises will cost \$186.99 (ONE HUNDRED EIGHTY SIX PESOS 99/100 M.N.), except in the event that COMFIA has made substantial modifications to its privacy notice and situations arise that warrant the exercise of the same right by the same data holder in less than 12 (twelve) months, in which case, the second or subsequent exercises will have no cost to the data holder of the personal data. In the event that the aforementioned payment applies, you must pay \$186.99 (ONE HUNDRED EIGHTY SIX PESOS 99/100 M.N.) to bank account number 220-93868-001-9, CLABE 058180000002588308, bank BANREGIO, branch 220, whose holder is COMFIA GRUPO EMPRESARIAL, S.A. DE C.V., and attach a copy of the proof of payment to the documents requested previously.

Once the Form E-2 has been presented correctly, COMFIA will respond to it within a maximum period of 20 working days from the day in which you delivered the Form E-2. If your claim is successful, COMFIA will exercise the right of access you request within a maximum of 15 working days from the day you receive COMFIA's response to Form E-2. The aforementioned periods may be extended by COMFIA when it considers that there are facts that may justify a longer period of time.

For further information, please contact our ARCO Department at (55) 8662-5556, or by sending an e-mail to arco@expobal.com

HOW YOU CAN CANCEL YOUR PERSONAL DATA.

Data holders have the right to cancel their personal data at any time when they consider that they are not required for any of the purposes indicated in this privacy notice or are being used for non-consensual purposes or have terminated the contractual or service relationship between the Parties in terms of the provisions of Article 25 of the Federal Law on the Protection of Personal Data in the Possession of Individuals, of July 5th, 2010.

COMFIA shall not be obliged to cancel your personal data in the following situations:

- It refers to the parts of a private, social or administrative contract and are necessary for its development and fulfillment;
- Must be dealt with by legal provision;
- Obstruct judicial or administrative actions related to tax obligations, the investigation and prosecution of crimes or the updating of administrative penalties;
- Are necessary to protect the legally protected interests of the holder;
- Are necessary to carry out an action in the public interest;
- Are necessary to comply with an obligation legally acquired by the holder, and
- Are the subject of treatment for prevention or for medical diagnosis or the management of health services, provided that such treatment is carried out by a health professional subject to a duty of secrecy.

If you wish to cancel the personal data COMFIA has about you, you must follow these steps:

- Download Form E-3 [here](#) or request a physical copy from COMFIA offices;
- Follow the instructions and fill out Form E-3 correctly;
- Deliver E-3 form correctly filled out to COMFIA, by e-mail to arco@expobal.com or ordinary mail to Río Balsas 73, interior 302, Colonia Cuauhtémoc, Delegación Cuauhtémoc, C.P. 06500, Mexico City, Mexico, in both cases with acknowledgement of receipt;
- Attach the necessary documents as per the instructions shown in Form E-3, such as:
 - A simple copy of a valid official identification of the holder of the personal data;
 - In the event that the holder of the personal data is a minor or incapacitated, the legal representative must attach in addition to the document indicated in the previous point, a simple copy of the identification document of the legal representative of the holder of the personal data and a simple copy of the document accrediting the representation of the holder of the personal data.

The exercise of the right of access to your personal data held by COMFIA is free of charge. In the event that you exercise two or more times any of your rights (access, rectification, cancellation and / or objection) in a period of time less than twelve months, your second or subsequent exercises will cost \$186.99 (ONE HUNDRED EIGHTY SIX PESOS 99/100 M.N.), except in the event that COMFIA has made substantial modifications to its privacy notice and situations arise that warrant the exercise of the same right by the same data holder in less than 12 (twelve) months, in which case, the second or subsequent exercises will have no cost to the holder of the personal data. In the event that the aforementioned payment applies, you must pay \$186.99 (ONE HUNDRED EIGHTY SIX PESOS 99/100 M.N.) to bank account number 220-93868-001-9, CLABE 05818000002588308, bank BANREGIO, branch 220, whose holder is COMFIA GRUPO EMPRESARIAL, S.A. DE C.V., and attach a copy of the proof of payment to the documents requested previously.

Once the Form E-3 has been presented correctly, COMFIA will respond to it within a maximum period of 20 working days from the day in which you delivered the Form E-3. If your claim is successful, COMFIA will exercise the right of access you request within a maximum of 15 working days from the day you receive COMFIA's response to Form E-3. The aforementioned periods may be extended by COMFIA when it considers that there are facts that may justify a longer period of time.

For further information, please contact our ARCO Department at (55) 8662-5556, or by sending an e-mail to arco@expobal.com.

HOW YOU CAN OBJECT TO THE PROCESSING OF YOUR PERSONAL DATA FOR SPECIFIC PURPOSES.

Data holders have the right, at all times and for legitimate reasons, to object the processing of their personal data or to object the processing thereof for one or more specific purposes, in terms of the provisions of Article 27 of the Federal Law on the Protection of Personal Data in the Possession of Individuals, of July 5, 2010.

If you wish to object the processing of your data or the processing of your data for specific purposes by COMFIA, you must follow these steps:

- Download Form E-4 [here](#) or request a physical copy from COMFIA offices;
- Follow the instructions and fill out Form E-4 correctly;
- Deliver E-4 form correctly filled out to COMFIA, by e-mail to arco@expobal.com or ordinary mail to Río Balsas 73, interior 302, Colonia Cuauhtémoc, Delegación Cuauhtémoc, C.P. 06500, Mexico City, Mexico, in both cases with acknowledgement of receipt;
- Attach the necessary documents as per the instructions shown in Form E-4, such as:
 - A simple copy of a valid official identification of the holder of the personal data;
 - In the event that the holder of the personal data is a minor or incapacitated, the legal representative must attach in addition to the document indicated in the previous point, a simple copy of the identification document of the legal representative of the holder of the personal data and a simple copy of the document accrediting the representation of the holder of the personal data.

The exercise of the right of access to your personal data held by COMFIA is free of charge. In the event that you exercise two or more times any of your rights (access, rectification, cancellation and / or objection) in a period of time less than twelve months, your second or subsequent exercises will cost \$186.99 (ONE HUNDRED EIGHTY SIX PESOS 99/100 M.N.), except in the event that COMFIA has made substantial modifications to its privacy notice and situations arise that warrant the exercise of the same right by the same data holder in less than 12 (twelve) months, in which case, the second or subsequent exercises will have no cost to the holder of the personal data. In the event that the aforementioned payment applies, you must pay \$186.99 (ONE HUNDRED EIGHTY SIX PESOS 99/100 M.N.) to bank account number 220-93868-001-9, CLABE 05818000002588308, bank BANREGIO, branch 220, whose holder is COMFIA GRUPO EMPRESARIAL, S.A. DE C.V., and attach a copy of the proof of payment to the documents requested previously.

Once the Form E-4 has been presented correctly, COMFIA will respond to it within a maximum period of 20 working days from the day in which you delivered the Form E-4. If your claim is successful, COMFIA will exercise the right of access you request within a maximum of 15 working days from the day you receive COMFIA's response to Form E-4. The aforementioned periods may be extended by COMFIA when it considers that there are facts that may justify a longer period of time.

For further information, please contact our ARCO Department at (55) 8662-5556, or by sending an e-mail to arco@expobal.com.

HOW YOU CAN REVOKE YOUR CONSENT TO THE PROCESSING OF YOUR DATA

Data holders have the right, at any time, to revoke their consent to the processing of their personal data.

If you wish to revoke your consent to the processing of your personal data, please follow the steps below:

- Download Form E-4 [here](#) or request a physical copy from COMFIA offices;
- Follow the instructions and fill out Form E-4 correctly;
- Deliver E-4 form correctly filled out to COMFIA, by e-mail to arco@expobal.com or ordinary mail to Río Balsas 73, interior 302, Colonia Cuauhtémoc, Delegación Cuauhtémoc, C.P. 06500, Mexico City, Mexico, in both cases with acknowledgement of receipt;
- Attach the necessary documents as per the instructions shown in Form E-4, such as:
 - A simple copy of a valid official identification of the holder of the personal data;
 - In the event that the holder of the personal data is a minor or incapacitated, the legal representative must attach in addition to the document indicated in the previous point, a simple copy of the identification document of the legal representative of the holder of the personal data and a simple copy of the document accrediting the representation of the holder of the personal data.

The exercise of the right of access to your personal data held by COMFIA is free of charge. In the event that you exercise two or more times any of your rights (access, rectification, cancellation and / or objection) in a period of time less than twelve months, your second or subsequent exercises will cost \$186.99 (ONE HUNDRED EIGHTY SIX PESOS 99/100 M.N.), except in the event that COMFIA has made substantial modifications to its privacy notice and situations arise that warrant the exercise of the same right by the same data holder in less than 12 (twelve) months, in which case, the second or subsequent exercises will have no cost to the holder of the personal data. In the event that the aforementioned payment applies, you must pay \$186.99 (ONE HUNDRED EIGHTY SIX PESOS 99/100 M.N.) to bank account number 220-93868-001-9, CLABE 05818000002588308, bank

BANREGIO, branch 220, whose holder is COMFIA GRUPO EMPRESARIAL, S.A. DE C.V., and attach a copy of the proof of payment to the documents requested previously.

Once the Form E-4 has been presented correctly, COMFIA will respond to it within a maximum period of 20 working days from the day in which you delivered the Form E-4. If your claim is successful, COMFIA will exercise the right of access you request within a maximum of 15 working days from the day you receive COMFIA's response to Form E-4. The aforementioned periods may be extended by COMFIA when it considers that there are facts that may justify a longer period of time.

For further information, please contact our ARCO Department at (55) 8662-5556, or by sending an e-mail to arco@expobal.com.

TRANSFER OF PERSONAL DATA

Your data may be transferred to third parties, national or international. Specifically, your personal data may be transferred to controlling companies, subsidiaries or affiliates under the common control of COMFIA, or to a parent company or any company of the same group to which COMFIA belongs operating under the same internal processes and policies.

COMFIA undertakes not to transfer your personal data to third parties without your prior consent, except as provided in Article 37 of the Federal Law on the Protection of Personal Data in the Possession of Individuals of July 5th, 2010, and to make this transfer, if applicable, under the terms set forth in the aforementioned law. The cases in which COMFIA may carry out national or international data transfers without the consent of the data holder are as follows:

- When the transfer is under a Law or Treaty and Mexico is included;
- When the transfer is necessary for the prevention or medical diagnosis, the provision of health care, medical treatment or the management of health services;
- When the transfer is made to controlling companies, subsidiaries or affiliates under the common control of the person in charge, or to a parent company or to any company of the same group of the person in charge that operates under the same internal processes and policies;
- When the transfer is necessary by virtue of a contract entered into or to be entered into in the interest of the holder, by the person in charge and a third party;
- When the transfer is necessary or legally required for the safeguarding of a public interest, or for the procurement or administration of justice;
- When the transfer is necessary for the recognition, exercise or defense of a right in judicial proceedings, and
- When the transfer is necessary for the maintenance or fulfilment of a legal relationship between the person responsible and the holder.

It shall be understood that the holder of the personal data gives his tacit consent for his personal data to be transferred to third parties authorized by COMFIA. In the event that the owner of the personal data does not wish to give his consent for his personal data to be transferred under the terms set out in this privacy notice, the following procedure must be followed:

- Download Form E-4 [here](#) or request a physical copy from COMFIA offices;
- Follow the instructions and fill out Form E-4 correctly;
- Deliver E-4 form correctly filled out to COMFIA, by e-mail to arco@expobal.com or ordinary mail to Río Balsas 73, interior 302, Colonia Cuauhtémoc, Delegación Cuauhtémoc, C.P. 06500, Mexico City, Mexico, in both cases with acknowledgement of receipt;
- Attach the necessary documents as per the instructions shown in Form E-4, such as:
 - A simple copy of a valid official identification of the holder of the personal data;
 - In the event that the holder of the personal data is a minor or incapacitated, the legal representative must attach in addition to the document indicated in the previous point, a simple copy of the identification document of the legal representative of the holder of the personal data and a simple copy of the document accrediting the representation of the holder of the personal data.

The exercise of the right of access to your personal data held by COMFIA is free of charge. In the event that you exercise two or more times any of your rights (access, rectification, cancellation and / or objection) in a period of time less than twelve months, your second or subsequent exercises will cost \$186.99 (ONE HUNDRED EIGHTY

SIX PESOS 99/100 M.N.), except in the event that COMFIA has made substantial modifications to its privacy notice and situations arise that warrant the exercise of the same right by the same data holder in less than 12 (twelve) months, in which case, the second or subsequent exercises will have no cost to the holder of the personal data. In the event that the aforementioned payment applies, you must pay \$186.99 (ONE HUNDRED EIGHTY SIX PESOS 99/100 M.N.) to bank account number 220-93868-001-9, CLABE 058180000002588308, bank BANREGIO, branch 220, whose holder is COMFIA GRUPO EMPRESARIAL, S.A. DE C.V., and attach a copy of the proof of payment to the documents requested previously.

Once the Form E-4 has been presented correctly, COMFIA will respond to it within a maximum period of 20 working days from the day in which you delivered the Form E-4. If your claim is successful, COMFIA will exercise the right of access you request within a maximum of 15 working days from the day you receive COMFIA's response to Form E-4. The aforementioned periods may be extended by COMFIA when it considers that there are facts that may justify a longer period of time.

For further information, please contact our ARCO Department at (55) 8662-5556, or by sending an e-mail to arco@expobal.com.

FUTURE MODIFICATIONS TO THE PRIVACY NOTICE

COMFIA reserves the right to carry out at any time modifications and/or updates to this privacy notice, in relation to the attention to new legislation, internal policies and/or new requirements for the provision or offering of our services or products. These modifications will be available to the public through our privacy notice. Last updated: December 20th, 2018.

USE OF COOKIES AND WEB BEACONS

Cookies are text files that are automatically downloaded and stored on the hard drive of the user's computer when browsing a specific Internet page, which allow the Internet server to remember some information about this user, including their preferences for viewing the pages on that server, name and password.

On the other hand, web beacons are images inserted in an Internet page or e-mail, which can be used to monitor the behavior of a visitor, such as storing information about the IP address of the user, duration of interaction time on that page and the type of browser used, among others.

COMFIA informs you that it does not directly use cookies or web beacons to obtain personal information from you, although some providers contracted by COMFIA, such as *Google Analytics*, *Google Adwords*, *Google Search Console*, *Google Tag Manager* and/or *Mail Relay*, may use them.

WHO TO COMPLAIN TO ABOUT IMPROPER USE OF YOUR PERSONAL DATA

If you consider that your right to protection of personal data has been injured by any conduct of our employees and/or our actions or responses, presume that in the processing of your personal data there is a violation of the provisions of the Federal Law on the Protection of Personal Data in Possession of Individuals, of July 5th, 2010, you can file a complaint with the INAI (National Institute of Transparency, Access to Information and Protection of Personal Data), <http://inicioinai.org.mx/SitePages/ifai.aspx>, Insurgentes Sur No. 3211 Col. Insurgentes Cuicuilco, Alcaldía Coyoacán, C.P. 04530, telephone 01-800-8354324. Any matter related to consumer protection can be contacted at PROCURADURÍA FEDERAL DEL CONSUMIDOR Av. José Vasconzuelos 208, Col. Condesa, Del. Cuauhtémoc, C.P. 06140, Mexico City, telephone 5625-6700, webmaster@profeco.gob.mx.