

Privacy Notice for the Website

I. Identity and Address of the Responsible Party.

In accordance with the provisions of the Federal Law on Protection of Personal Data Held by Individuals (the "Data Law"), its Regulations, the Privacy Notice Guidelines and other applicable provisions, we inform you that Clarke, Modet y Compañía de México, S.A., (the "Responsible Party"), with address at Calle Av. Insurgentes Sur 1647, Piso 15, Of. 1502, Col. San José Insurgentes, Del. Benito Juárez, C.P. 03900, Mexico City, is responsible for the use and protection of your personal data, which will be used in accordance with the terms of this privacy notice (the "Privacy Notice").

II. Contact Information.

Should you want any information regarding this Privacy Notice or in relation to the exercise of any of your rights derived from the processing of your personal data, you can contact the following email address: privacidad@clarkemodet.com.mx (the "Contact Person").

III. Purposes of the processing of your personal data.

Your personal data will be processed for the following purposes:

- a. Required for the legal relationship between the Responsible Party and the users (the "Holder"):
 - i. The single registration, as well as for authentication purposes.
 - ii. To respond to the Holder in the event that they contact the Responsible Party through the customer service (or vice versa).
 - iii. Accessing through a social network.
 - iv. Use of and access to the website, as well as products or services.
 - v. Evaluating the websites browsing habits of the Responsible Party, as well as making improvements and optimizing the products and services of the latter.
 - vi. Registration and update of the administration system.
 - vii. For technical maintenance of the website.
 - viii. Keeping the systems and databases of the Responsible Party updated
 - ix. To comply with the obligations contracted between the Responsible Party and the Holder.
 - x. Compliance with the policies and procedures of the Responsible Party.
 - xi. Management of the Complaint Management System that integrates Clarke's compliance program.
 - xii. Conducting audits and investigations to prevent and/or detect fraud or other illegal activities, including the Responsible Party's policies, which may cause a claim or damage to the Responsible Party and/or the Holder.
 - xiii. Use of reorientation technologies (through these technologies, the Responsible Party analyzes the information that has been collected about the Holder's interactions with each of the Responsible Party's platforms, including the Holder's cookies).
 - xiv. Carry out or respond to legal proceedings before authorities

- xv. Compliance with applicable laws, regulations and legal provisions.
- b. Not required for the legal relationship between the Responsible Party and the Holder:
 - i. Sending the newsletter of the Responsible Party.
 - ii. Marketing to offer, sell and market the products and services of the Responsible Party, by sending information, promotions, offers and advertising. The Responsible Party will request your consent, when required by applicable legislation, in order to use the contact information that the Holder has provided for the sending of personalized marketing communications.
 - iii. Informing the Holder about promotions related to the products and services offered by the Responsible Party directly or through social networks or digital media.
 - iv. The measurement of the quality of and/or the service, statistics (including internal studies on consumer habits), marketing and/or reporting of and/or by the Responsible Party.

You will have 5 (five) business days following the date on which this Privacy Notice has been made available to you to refuse the processing of your personal data for the purposes not necessary for the legal relationship with you, by sending an email to: privacidad@clarkemodet.com.mx.

Otherwise, it will be understood that the Holder consents to the processing of their personal data for all the purposes listed above, keeping their rights to the opposition or revocation of their consent, or opposition.

IV. Personal Data to be Processed.

To achieve the purposes mentioned in section III above, the Responsible Party shall process the following personal data of the Holder:

Regarding the users, the personal data that the Responsible Party will process without limitation is indicated below:

- i. Identification data: full name, age, email, IP address, referral URL (the site from which the visitor has arrived), telephone, cookies or other similar devices used by the user, social identifier (in case the user decides to access their account through a social network).

The Responsible Party will not collect sensitive data from the Holder.

The Responsible Party may collect your personal data, personally, directly or indirectly, when you provide them when using or accessing the Responsible Party's websites, social networks or digital media or other sources permitted by law.

V. Options to Limit the Use or Disclosure of your Personal Data.

You may limit the use or disclosure of your personal data to prevent them from being used or disclosed for purposes not necessary for the legal relationship between you and the Responsible Party.

If you wish to limit the use or disclosure of your personal data, you must submit your request to the Contact Person, in order to be enrolled in an exclusion list formed by the Responsible Party.

VI. Period During which Personal Data will be Kept

The personal data will be processed as long as there is a legal relationship between you and the Responsible Party, and upon termination, the personal data will be kept for the prescription periods allowed by the respective laws.

VII. Means to Exercise ARCO Rights

The Holder may at any time exercise their rights of access, rectification, cancellation or opposition to the treatment we give to their personal data (the "ARCO Rights"). It is important to mention that the exercise of each of these rights is independent of each other, that is, it is not necessary to exhaust one to exercise any of the others.

Each of the rights respectively allows you to:

- i. Access: The Holder may request at any time to know what which of their data has been collected and kept by the Responsible Party in their databases, as well as the details of their treatment.
- ii. Rectification: In the event that any of your data is inaccurate or incomplete, you may request their correction to Responsible Party in their databases, having attached the documentation confirming such modification.
- iii. Cancellation: You may request at any time the cancellation of your data from the databases that the Responsible Party has when you considers that they are not required for the purposes indicated in this Privacy Notice, are being used for non-consensual purposes, or our legal relationship has ended; if the request is appropriate, the data will be blocked and cannot be treated in any way.
- iv. Opposition: At any time the Holder may object to the Responsible Party for the processing of their data for specific purposes, for example, for delivering advertising.

To exercise the ARCO Rights, the Holder or their legal representative must prepare the "Application for the Exercise of ARCO Rights" and send it scanned to the email: privacidad@clarkemodet.com.mx, to the attention of the Contact Person, for their addressing and monitoring.

It is important that you consider the following points when sending or submitting your application:

- i. All fields of the application must be filled clearly and in block letters.
- ii. Indicate your name, address and e-mail to be able to receive the response to your request.
- iii. Indicate the personal data regarding which you seek to exercise any of the rights.

- iv. Attach any document or information that facilitates the location of your personal data.
- v. Attach a copy of the document that proves the identity of the holder (voter ID card, professional license or valid passport).
- vi. If the request is processed through a legal representative, include the power of attorney certifying the power granted by the holder for this procedure, or a power of attorney granted by the holder with the signature of acceptance of the attorney, before the presence of two witnesses, including the name, signature, address and photocopy of the official identification of each of the signatories.
- vii. For data rectification, attach the documentation confirming such modification.

Once the Holder has submitted his request to the Responsible Party, we suggest you send a follow-up e-mail to: privacidad@clarkemodet.com.mx.

Our response will be sent to the e-mail indicated in your request within a maximum period of 20 (twenty) business days from the day your request was received. In the event that your request is answered in the affirmative or appropriate manner, the requested changes will be made within a maximum period of 15 (fifteen) business days. In the event that you request access to your personal data, the Responsible Party will inform you by e-mail communicating our response to your request, the means by which you will be given access to your information, if appropriate. The Responsible Party may extend the terms referred to in this paragraph, for one time only, for a period equal to the original, of which you will be informed.

The Responsible Party may deny the exercise of your ARCO Rights, in the cases allowed by the Data Law, in which case you will be informed of the reason for such decision.

The refusal may be partial, in which case the Responsible Party shall carry out the access, rectification, cancellation or opposition in the corresponding part.

The exercise of ARCO Rights will be free, but if the Holder reiterates their request in a period of less than 12 (twelve) months, the costs will be 3 (three) days of the general minimum wage in force in Mexico City, plus VAT, unless there are substantial modifications to this Privacy Notice, which motivate new requests. The Holder must cover the justified shipping costs or the cost of reproduction of documents in copies or other formats and, where appropriate, the cost of document certification.

For more information, you can contact the following e-mail: privacidad@clarkemodet.com.mx.

To access and print the "Application of Exercise of ARCO Rights", please consult the website <http://www.clarkemodet.com> or contact the Contact Person.

VIII. Use of Cookies and Other Tracking Technologies.

The Responsible Party uses various technologies to collect and store personal data of the Holder at the time they enter the corresponding web page, which includes the sending of one or more cookies or other similar devices on the device.

The parent company or affiliates of the Responsible Party may use these technologies to collect personal data, which will be informed through the corresponding privacy notice.

IX. Means to Revoke Consent for the Processing of Personal Data.

To revoke your consent to the processing of your personal data, you must submit your request to the Contact Person, by sending an e-mail to the following address: privacidad@clarkemodet.com.mx.

If after the revocation, you request confirmation of it, the Responsible Party will respond expressly.

We inform you that we will not be able to attend your request or conclude the processing of your personal data immediately in all cases, since it is possible that for some legal obligation we are required to continue treating your personal data. Revoking your consent to the processing of your personal data may result in the inability to continue with our legal relationship.

X. Transfers of your Personal Data.

We inform you that the Responsible Party may transfer your personal data within Mexico or outside the country, with the following purposes:

Addressee	Purpose
Potential buyers or business partners of the Responsible Party	Provide information to potential buyers or business partners of the Responsible Party.
To national or foreign third parties.	When the Responsible Party requires your support for the provision of their services.
To the controlling company or to subsidiaries, shareholders, branches, affiliates or member companies of the same group of the Responsible Party.	To carry out the primary purposes established above, when the Responsible Party subsidiaries require your support for the provision of services or when the Responsible Party holds mergers and/or splits in which said companies are involved.

Companies not part of the Responsible Party that use tracking technologies to publish ads on behalf of the Responsible Party on the Internet.	Posting ads on the Internet.
Social networks.	Occasionally, the Responsible Party's website, as well as its applications, provide social plugins from various social networks. In the event that the Holder decides to interact with a social network (for example, by registering an account), their activity on the website or through the Responsible Party's applications will also be available for said social network. In the event that the Holder is connected in a social network during their visit to one of the Responsible Party websites or applications, or if they are interacting with one of the social plugins, the social network could add this information to their respective profile in this network according to its privacy settings. In the event that the Holder wishes to avoid this type of data transfer, they must log out of their social network account before entering one of the Responsible Party websites or applications, or change the privacy settings of the application, whenever possible.
To any authority.	In order to comply with any applicable law, regulation or legal provision when the transfer is mandatory.

In case you do not want your personal data to be transferred in terms of the above, you can manifest this from the moment you provide us with your personal data or, at any later time, by following the procedures described in the Privacy Notice.

Additionally, we inform you that, in order to fulfill the purposes mentioned in section III above, the Responsible Party may transfer the personal data of the Holder without their consent:

- i. When the transfer is according to a law or treaty to which Mexico is a party.

- ii. When the transfer is necessary for prevention or medical diagnosis, the provision of health care, medical treatment or the management of health services.
- iii. When the transfer is made to controlling companies, subsidiaries or affiliates of the Responsible Party, or to a parent company or to any company of the same group of the Responsible Party that operates under the same internal processes and policies.
- iv. When the transfer is necessary by virtue of a contract concluded or to be held in the interest of the holder, by the Responsible Party and a third party.
- v. When the transfer is necessary or legally required for the safeguarding of a public interest, or for the procurement or administration of justice.
- vi. When the transfer is necessary for the recognition, exercise or defense of a right in a judicial process.
- vii. When the transfer is necessary for the maintenance or fulfillment of the legal relationship between the Responsible Party and you.

Likewise, we inform you that the Responsible Party may send your personal data to third-party service providers necessary for the fulfillment of the legal, accounting, regulatory or contractual obligations borne by the Responsible Party or the parent company or its affiliates, as well as to third parties that provide services related to information technology, cloud computing, operation and administration systems.

In these cases, we inform you that the Responsible Party being responsible for personal data, guarantees that this Privacy Notice will be respected at all times and the necessary measures will be taken so that people who have access to your personal data comply with the same, as well as with the principles of protection of personal data established in the "Data Law".

Except for these cases, the Responsible Party shall not share or transfer your personal data to third parties, except for the cases provided in the applicable laws, or in the event that the Holder has previously consented to said transfer of their personal data.

XI. Security Measures.

Your personal data will be protected in accordance with the security, administrative, technical and physical measures that the Responsible Party has implemented. These measures include policies, procedures, employee training, video surveillance systems, physical access control and technical elements related to information access controls.

In the event that a security breach occurs at any stage of the processing of your personal data, which significantly affects your economic or moral rights, the Contact Person will notify you immediately by e-mail or, if the Responsible Party cannot contact you by e-mail, then they will use traditional mail, so that the Holder can take the necessary measures necessary to defend their rights.

XII. Changes or Modifications to the Privacy Notice.

The Responsible Party reserves the right to make modifications or updates to this Privacy Notice at any time, with the understanding that any modification to it will be made known to the Holder through the visible publication of a new privacy notice on

our website <https://www.clarkemodet.com/politica-de-privacidad-mexico/>, so we recommend checking it frequently.

XIII. Consent.

By using the website you consent to the processing of your personal data. As long as you do not object to the processing of your personal data you will be giving your consent for the treatment of them in the terms of this Privacy Notice. Denying your consent to the processing of your personal data by the Responsible Party may result in the impossibility of establishing or continuing the legal relationship with the Responsible Party.