

INTEGRAL PRIVACY NOTICE FOR CUSTOMERS

RESPONSABLE

Desarrolladora Hotaxco SA de CV with Address on the Road to Posada number 39 Colonia Lomas de Taxco Municipality of Taxco de Alarcón, State of Guerrero CP 40210 indicating said address for the purposes of this Privacy Notice in compliance with the Federal Law on Protection of Personal Data In the Possession of the Individuals, it will be responsible for the personal data that is provided to it by the owner, Physical or Moral person.

PERSONAL DATA REQUIRED FROM THE HOLDER

For the purposes indicated in this privacy notice, the person responsible may collect the personal data of the physical or legal person and / or their representatives, such data are:

Name, Address, Landline or cell phone, Email, Official Identification, Marital status, CURP, Title, Account number, Credit and / or debit card and your confidential data, Photography, Autograph or Digital signature, Fax, Nationality, Date and place of birth, RFC, wealth information, economic activity; all of them as a whole forming the "Personal Data" that can be provided directly or indirectly, personally or electronically and through sources allowed by current legal provisions.

It is the responsibility of the Owner of Personal data to guarantee that the data that is provided directly or indirectly, personally or electronically and through sources allowed by current legal provisions are truthful and complete, notifying any changes to them to comply with the principle truthfulness and updating.

PURPOSES

The information that is collected by Desarrolladora Hotaxco SA de CV will be used in order to comply with the relationship corresponding to the provision of services of

Lodging, Restaurant Bar, Accommodation or any of its similar modalities, for the identification of the owner, for the development of the services, to fill out the necessary forms in order to provide a complete and satisfactory service, to contact the Owner in his capacity as beneficiary to comply with all the services offered and to provide security to the facilities as well as to the users or others holders who enter them.

Likewise, Desarrolladora Hotaxco SA de CV will use the Owner's information to offer and promote its services, packages, offers, plans, memberships, innovations, evaluate the quality of the services, purposes that are not necessarily required, so in case the Holder does not agree that Desarrolladora Hotaxco SA de CV uses their personal data for said purposes, they must express their opposition through their rights of Access, Rectification, Cancellation or Opposition, related to their personal data (ARCO Rights) by contacting our manager of the processing of personal data to the email address administracion@hotelboutiquedecanterayplata.com, in case of not expressing your opposition it will be understood that you give your consent to Desarrolladora Hotaxco SA de CV.

TEMPORALITY

The Personal Data will be handled during the time in which the legal or factual relationship of the provision of the service is maintained, as well as the obligations required by current laws, regulations and internal policies of Desarrolladora Hotaxco SA de CV.

In relation to the data obtained by means of recording or video recording and its similar, such as the captured image of the owner or his voice will be kept only for a period of 30 (thirty) to 90 (ninety) business days after the date in which it is obtained unless there is an order notified in time and form by a judicial authority.

The information that is delivered to Desarrolladora Hotaxco SA de CV may be shared through a referral to those people who maintain a working relationship with the company, such as General Managers, managers and Plant workers, as well as service providers and business partners. who have a legal or de facto relationship with Desarrolladora Hotaxco SA de CV, who as a result of said relationship need to know the information

and assume the commitment to protect and safeguard it under a strict commitment to confidentiality, acknowledging having full knowledge of the terms and conditions of this notice Of privacy.

Likewise, if the owner does not agree that Desarrolladora Hotaxco SA de CV uses his personal data for said purposes, he must express his opposition through his rights of Access, Rectification, Cancellation or Opposition, related to his personal data (ARCO Rights), putting himself in Contact our person in charge of processing personal data at the following email address administracion@hotelboutiquedecanterayplata.com, if you do not express your opposition, it will be understood that you give your consent to Desarrolladora Hotaxco SA de CV.

When personal data is required by a competent authority of any kind or must be handed over to the latter, it will be made available in accordance with the law without requiring the consent of the owner in accordance with current legislation.

**MECHANISMS, MEANS AND PROCEDURES AVAILABLE TO EXERCISE
USE RIGHTS OF ACCESS, RECTIFICATION, CANCELLATION OR OP-
POSITION, RELATED TO YOUR PERSONAL DATA (ARCO RIGHTS)**

The holders of personal data will have the right to request Access, Rectification, Cancellation or Opposition, related to their personal data (ARCO Rights) by:

Request made to the email administracion@hotelboutiquedecanterayplata.com addressed to Pablo Rodriguez Martinez designated manager of the company called Desarrolladora Hotaxco SA de CV which will respond as long as any of the exceptions contained in the Law is not updated and the provisions are complied with in the same with respect to the requirements that must be contained in said requests presented by the Holders, likewise said request must be accompanied by the information and documentation made up of Name, Address and means of contact to respond to the request, document that proves the identity or the legal representation of the Owner and the clear and precise description of the personal

data regarding what is sought to exercise the Access, Rectification, Cancellation or Opposition, related to their personal data (ARCO Rights).

Desarrolladora Hotaxco SA de CV will respond to the request of the owner regarding Access, Rectification, Cancellation or Opposition, related to your personal data (ARCO Rights) within the periods established in the Law.

MODIFICATIONS TO THE PRIVACY NOTICE

In the event that Desarrolladora Hotaxco SA de CV requires the use of your data for purposes other than those agreed or agreed pursuant to the legal or de facto relationship with the Owner and in this Privacy notice, the Owner will be notified in a written or electronic form that allows explaining the new uses that are intended to be given to the Personal data of the Owner, the holders of the information are duly informed of the data that was collected from them as well as the purpose of said data, the notice of Privacy may be consulted at any time on the electronic page.

This Privacy Notice is governed by the legislation in force and applicable in the United Mexican States, any controversy that arises must be submitted to the competent Jurisdictional bodies in the state of Guerrero.