

## PRIVACY NOTICE

Olivares Y Compañía, S.C. (hereinafter referred to as "OLIVARES"), located in Pedro Luis Ogazón number 17, San Angel, Alvaro Obregon, 01000, Mexico City, Mexico; pursuant to the provisions of the Federal Law on Protection of Personal Data Held by Private Parties (hereinafter LFPDPPP), its Regulations and other applicable provisions, hereby inform you about the practices followed by OLIVARES when collecting, processing, storing or using personal data.

This privacy notice contains all aspects related to the processing of personal data collected by OLIVARES, through the website or at its facilities. If after reading this document, the user continues to use the web site [www.olivares.com.mx](http://www.olivares.com.mx) (hereinafter "the Website"), or continues to request the provision of any service by OLIVARES; continues to provide any product or services for OLIVARES, or wants to register for access to the domicile of OLIVARES, will be stating its full and express acceptance of this privacy notice and the manner in which your personal data will be processed.

Otherwise, the user must leave the site, or refrain from entering into the premises of OLIVARES, also abstaining from exchanging any communication with OLIVARES.

### A) PERSONAL DATA COLLECTED.

Personal data shall mean any information concerning identifiable or identified individuals or (including email address and / or IP address in the event that they unequivocally identify the user) and by user, any identified or identifiable individual, who by any means communicates personal data to OLIVARES.

The type of personal data that OLIVARES can collect may include among others: i) identification data such as name, date of birth, address, telephone numbers; fax number; email addresses and images; ii) billing information such as: name of the entity for which invoices are issued; tax address; number of federal taxpayer registration and electronic billing service employed; iii) financial data such as payment methods and information concerning bank accounts; iv) academic data such as: educational background; grade; number of professional license and professional certifications; v) business data such as workplace, work address, telephone number, fax number and email address of the workplace, position, job tenure and work history.

### B) PURPOSE OF PROCESSING OF PERSONAL DATA AND CONSENT OF THE USER.

The user accessing the website OLIVARES is not required to provide personal information to visualize the website, and you can make an anonymous browsing of most sections of the website. Therefore, any data provision from the user towards OLIVARES occurs because the user has voluntarily opted for a customized browsing or use of the services of OLIVARES.

If the user decides to register on the website to benefit from all content and services offered through it, your data will be treated for the various purposes specified, without limitation, in this privacy notice, as these may vary according to the services that in each case are offered by OLIVARES through the website.

Consequently, if the user does not agree with the processing of data by OLIVARES, you must refrain from communicating or sending your personal data to this company by any means, such as email, logging, or signing in on the website or filling out forms or visitors register, opting instead for making an anonymous browsing of the website, or refraining from entering at the premises of OLIVARES.

Sending an email to OLIVARES, or communicating to OLIVARES any other personal data through any means, implies its free, unequivocal, specific, informed and express consent to the processing of personal data provided by OLIVARES.

OLIVARES may collect and use your personal data for various purposes, always subject to the specific relationship that OLIVARES starts with you. Such purposes may be among others:

- a) Maintain security and control of OLIVARES' facilities in case you want to access them.
- b) To establish a business relationship with you.
- c) Providing legal services for you.
- d) Billing of services that OLIVARES has rendered for you.
- e) Make payments in your favor.
- f) Attend and answer any communications received.
- g) Maintain communication with you.
- h) Send information of interest for you.
- i) Send you our newsletters or newsletters.
- j) Consider you in recruitment and selection of staff processes.
- k) Any purposes similar and in accordance to the above listed.

Your personal information will only be used for limited purposes, as the ones set out in this privacy notice and/or those who are unequivocally informed to the user, prior to the collecting and processing of the personal data.

Generally OLIVARES does not request sensitive personal data according to the LFPDPPP; namely, data related to race or ethnic origin, religious beliefs, criminal records, physical or mental health or sexual orientation. In case that the collecting and processing of any of the above-mentioned sensitive personal data becomes necessary, OLIVARES will request the express written consent of the user for the collecting and processing of the said data, previously informing in an unequivocal and explicit manner the purposes and the characteristics of the processing of such data.

### **C) TARGET OLIVARES RESPECT OF WHICH HAVE PROVIDED THE CONDUCT OF DATA COMMUNICATIONS.**

OLIVARES may transfer, its partners, affiliates, employees, customers, suppliers and professional associations to which it is linked, whether they are located in Mexico or abroad, all or part of the personal data provided by the user, as well as to third parties that are legally, professionally or commercially related OLIVARES, in order to meet the objectives for which the user provided his/her information and for the purposes described in this privacy notice, or those described in the registration forms, or when a service is offered through the website or at the domicile of OLIVARES. OLIVARES may also transfer your personal data in the cases set forth and authorized by the LFPDPPP and other applicable legal provisions.

Apart from the above, OLIVARES is only intended to carry out transfers or communications of personal data as required by the LFPDPPP, and with the aim of meeting its legal obligations.

Furthermore, the user is herein informed that any other transfer of personal data to be performed, will be made of your knowledge when so required by the LFPDPPP, stating explicitly, precisely and unequivocally who are the recipients of the information, the purpose for which the data will be used and the nature of the transferred data, or whenever required by the LFPDPPP, prior, unequivocal, specific and informed consent from the user will be prompted.

### **D) DISCLAIMER.**

OLIVARES warns the user that it is only responsible and ensures the confidentiality, security and processing of data in accordance to this notice, in respect of personal data collected directly from the user, through this website or at the domicile of OLIVARES, not having any responsibility for the processing and subsequent use of any personal data made by any third party service providers that may have access to the personal data of the user because of the relationship that the user hereby establishes with OLIVARES, in terms of the transfers for which the user has been notified in this privacy notice, and agrees that OLIVARES can perform.

Third party providers of the information society shall be understood, without limitation, those individuals or legal entities that provide the following services: (i) Transmission through a communication network of information provided by users of the service. (ii) Access services to the aforementioned network. (iii) data storage services or hosting. (iv) content or information supply.

Likewise, OLIVARES is not responsible for any data processing carried out by any parties having hyperlinks to the website of OLIVARES.

### **E) SOCIAL NETWORKS.**

OLIVARES hereby informs the user that OLIVARES is currently or may be present in social networks like Facebook, Linked In and Twitter. The treatment of the personal data of the that follows the official pages of OLIVARES shall be made in accordance to the conditions specified in the terms and conditions of the corresponding social network, since any data needed to be collected by the said social network shall be the sole responsibility of the social network and not of OLIVARES; hence, we recommend herein the review of the privacy policy and terms of use of the above pages or where applicable, the ones of the social network itself, with the aim of knowing the the conditions and purposes to which the data will be used as part of the user profile.

In this context, the user may follow and become fan of OLIVARES in any of the above mentioned social networks, or in any others indicated at the website. Regarding the social network services that OLIVARES have created or gets to create, in its official website located at [www.olivares.com.mx](http://www.olivares.com.mx) OLIVARES is providing icons which directly access the official pages created by OLIVARES so that the user may become a follower or fan of it. OLIVARES is responsible for the administration of such sites provided they are official websites and therefore have been created by OLIVARES. However OLIVARES is not responsible for any unofficial pages on social networks created by any third parties.

OLIVARES reserves the right to create, edit, modify and / or delete the official website without previously informing the user.

For any queries regarding the processing of data made by OLIVARES, users may contact OLIVARES at the email address: [privacidad@olivares.com.mx](mailto:privacidad@olivares.com.mx)

### **F) DATA QUALITY.**

The user is hereby warned that unless acting as a legal and valid proxy, no user can use the identity of another person and communicate his/her personal data. Therefore if you use the email services, you can only include personal data of your own identity and provided they are adequate, relevant, current, accurate and true. As a consequence of it, the user is solely liable for any direct and / or indirect damage caused to any third parties or to OLIVARES, derived from the use of personal data belonging to another person, or their own personal data when they are false, misleading, not current, inappropriate or irrelevant.

### **G) EXERCISE OF THE RIGHTS OF ACCESS, RECTIFICATION, CANCELLATION AND OPPOSITION. LIMITATION TO THE USE OR DISCLOSURE OF DATA AND REVOCATION OF CONSENT.**

The user has the right to access his/her personal data held by OLIVARES, as well as to know the characteristics of the processing given to them; to rectify them if inaccurate, not current or incomplete; to request that they are canceled if the user considers that they are unnecessary for the purposes for which they were collected and not being processed in accordance with the principles and duties established by the LFPDPPP and to oppose their processing for specific purposes. Similarly, the user may request that the use or disclosure of his/her personal date is limited, and to revoke any consent previously granted.

The user can address his/her opposition by sending an email to the email address: [privacidad@olivares.com.mx](mailto:privacidad@olivares.com.mx), using the reference "**OPPOSITION**" as well as the right to revoke its consent requesting the unsubscription to the service for receiving commercial communications, by sending an email to the email address: [privacidad@olivares.com.mx](mailto:privacidad@olivares.com.mx), with the reference "**UNSUBSCRIBE**".

To exercise the above ARCO rights, you must file an application, under the terms set forth in the LFPDPPP (including: i) name and address of the data owner, or other means for receiving a response; ii) documents proving the identity of the user or the legal representation, if done by proxy; iii) a clear and precise description of the data for which the user seeks to exercise his/her rights and other items or documents to facilitate the location of the data), either in person (at the address specified earlier in this document) or send an email to the email address: [privacidad@olivares.com.mx](mailto:privacidad@olivares.com.mx), attaching a copy of his/her official identification.

#### **H) "COOKIES" AND "BEACONS".**

To ensure that the website is being well managed and to facilitate improved browsing within it, OLIVARES, as well as the Internet service providers may be using "cookies" (short text files stored on the user's browser) or "web beacons" (electronic images that allow the website to count the number of visitors and users who have accessed a particular website and access to certain "cookies") to store and add information. OLIVARES can use these tools to track information on its systems and identify categories of users of the website by items such as IP addresses, domain, browser type and pages visited. This information is reported to the Webmaster of OLIVARES, and may be used to analyze the number of visitors and users of the different areas of the site and thereby ensuring the usefulness of our website as a source of useful and effective information.

Both the "cookies" as "web beacons" store personal information such as names or email addresses. Most browsers allow users to reject "cookies" (usually in the Tools menu). Note that in specific circumstances, access may be denied in certain parts of our site visitors and those users whose browsers do not allow the use of "cookies".

#### **I) SECURITY MEASURES.**

OLIVARES informs the user that, in accordance to the provisions of the LFPDPPP and its Regulations, it has adopted the necessary technical, administrative and physical measures to ensure the security of personal data and to prevent any alteration, loss, or unauthorized access, given the state of technology, the nature of the data stored and the risks to which they are exposed, whether from human or physical action or natural environment, being the case that OLIVARES will only record personal data in databases which fulfill the conditions specified in these systems regarding their integrity and security and treatment centers, premises, equipment, systems and programs.

#### **J) UPDATE NOTICE OF PRIVACY.**

From time to time, OLIVARES will update this privacy notice.

In any event it is the sole responsibility of the user to periodically access the privacy notice posted on the website in order to know at all times the latest version.

#### **K) CONTACT.**

With the aim of making any comments or observations about this privacy notice, you may contact OLIVARES either through email or via post service at the address shown below:

[privacidad@olivares.com.mx](mailto:privacidad@olivares.com.mx)

**Olivares Y Compañía, S.C.**  
**Pedro Luis Ogazón 17, Col. San Angel, Del. Alvaro Obregon, CP 01000, Mexico, Federal District, Mexico.**

**Last updated: February 2015.**