

Data of Identification, (including geo location) contacts and financials (collectively referred to as "Personal Data") requested, are treated by Human Resources Evolve, SA de CV, in its capacity as responsible "Evolve Interactive", which includes the following trade names and Internet sites: Evolve Interactive - EvolveInteractive.com.mx, EMETRIX - emetrix.com.mx), domiciled in Georgia 152, Colonia Nápoles, CP 03810, Mexico City, with the following primary purposes:

- Updates on our databases
- Customer Revenue to database
- Data and account registration
- Product section
- Answer doubts, complaints, comments, suggestions, clarifications, returns, etc .
- Quality in the service
- Regarding mystery shoppers to register it in the system and to update its data.

You may express your refusal to process your personal data in relation to the latest secondary consequences within 5 business days after you have given your consent to this Privacy Notice through the following link: EvolveInteractive.com.mx/arco/. We let you know that, at the time you register your account, we will collect your Personal data and we will obtain your consent for these purposes in accordance with the provisions of this Privacy Notice. We inform you that we may transfer your personal data to third parties with whom we have a legal relationship, in the following cases and for which we will first obtain your consent:

- I. To send you offers and / or advertising.
- II. To develop market surveys.
- III. Third parties with whom we have a contract, such as Financial Institutions, which carry out the analysis to offer and where appropriate, to grant you products and / or the financial services with the applicable regulation and to carry out any necessary activity for such purposes.

In addition and in accordance with applicable legislation, we may transfer your personal data without the need to obtain your consent to national or international companies of the same group, such as subsidiaries, affiliates or controlling companies of Evolve Interactive for the purposes set in this Notice of Privacy.

On the other hand, your Personal Data can be forwarded through Evolve Interactive, without the need of your consent, in the following cases to service providers with whom Evolve has a legal relationship and who act as managers of the processing of your personal data, in terms of the established in the Legislation.

- I. Involved with third parties who will provide care or special benefits assistance as part of their incorporation into mystery shopping;

- II. Third parties, national or foreign consultants or auditors to carry out monitoring processes, compliance with applicable legislation, compliance with policies, procedures, guidelines, manuals or internal protocols.

By virtue of the foregoing, said people will not be able to use the information provided by Evolve Interactive in a different manner from that established in this Privacy Notice. These transfers and remittances of Personal Data will be carried out with all appropriate security measures, in accordance with the principles of the Federal Law on the Protection of Personal Data held by Individuals, its Regulations and the Privacy Notice Guidelines. (from now on and jointly "The Legislation"). In addition to the information you provide, Evolve Interactive will be able to collect information such as IP address, MAC address, user's browser type, domain name and specific pages within the site through the options they had access, as well as the time of interaction with the Evolve Interactive's website, cookies and web beacons in order to fill the statistics of users' browsing behavior and to direct information on the products that would be of interest to you on the same site. The personal information you provide to us is stored in controlled databases with limited access. In the case of using cookies, the "help" button found in the toolbar of most browsers and how to avoid accepting new cookies, how to make the browser notify you when you receive a new cookie or how to disable all cookies.

Your Personal Information will be treated based on the principles of lawfulness, consent, information, quality, purpose, loyalty, proportionality and responsibility in terms of Legislation. The confidentiality of your personal data will be maintained by effectively establishing and maintaining administrative, technical and physical security measures to prevent damage, loss, alteration, destruction, use, access or improper disclosure.

Procedure to give attention to ARCO Rights (Access, Rectification, Cancellation and Opposition), revocation of their consent to the treatment of your Personal Data and use limitation or disclosure of such information.

The Personal Data you provide us with in your request for ARCO Law, request for revocation of your consent to the processing of your Personal Data or request for limitation of use or disclosure of such information, will be treated with the purpose of processing, investigating, resolving and responding to any of the aforementioned applications.

ARCO Rights, Revocation of Consent

To initiate the process of requesting ARCO Rights (Right of Access, Rectification, Cancellation, or Opposition of your Personal Data) or for the revocation of your consent to the processing of your Personal Data, you may do so by means of a letter addressed to the Privacy Office, located in Georgia 152, Colonia Nápoles, C.P. 03810, Delegación Benito Juárez, Mexico City.

Use limitation or disclosure

You may limit the use or disclosure of your Personal Information to stop receiving advertising or promotional messages as described above.

Letter addressed to the Privacy Office.

The letter must be submitted to the following address: Georgia 152, Colonia Nápoles, C.P. 03810, Delegación Benito Juárez, México City and must contain and include the following:

1. The full name of the holder, his email address and/or home address where he wishes to receive the response to his request.
2. A clear, precise and specific description of the Personal Data regarding which it is sought to exercise any of the mentioned rights as well as the detail of any element or document that facilitates the location of the personal data.
3. Legible copy of a current official identification of the holder and in the case of a procedure carried out by a legal representative, a power of attorney signed by two witnesses or a copy of the corresponding public instrument must be attached as well as a copy of the current official identification of the legal representative.
4. In the case of an ARCO Right of Rectification of Personal Data, the documentation supporting the application must be attached.

Once your application has been submitted in the pre-established format, the Privacy Office may request, within a period of no more than 5 business days, the information and / or documentation necessary for its monitoring, as well as for the accreditation of its identity, according to the terms marked by Legislation. As a consequence you will have 10 business days after your reception to meet this requirement.

The terms and deadlines indicated in the previous paragraphs may be extended once only if necessary and must be notified through the means of contact established.

The revocation and exercise of ARCO Rights will be free, and you must cover only the justified expenses of shipping, or the cost of reproduction in copies or other formats established in your request. In case you consider that the protection of your Personal Data has not been properly addressed, we inform you that you have the right to go to the National Institute for Transparency, Access to Information and Protection of Personal Data (INAI). For more information, consult the following website: www.inai.org.mx

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