

This privacy notice is delivered in accordance with the provisions of articles 8, 15, 16, 36 and other relative and applicable articles of the Federal Law on Protection of Personal Data Held by Private Parties ("LFPDPPP").

1. Identity and main address of the person in charge.

Impulsora de Zirahuén, SA DE CV, ("Zirahuén Forest & Resort"), with its main address at Rivera del Lago no. 3 S / Colonia C.P. 61810, Zirahuén municipality of Salvador Escalante Michoacán, she is responsible for obtaining and processing her personal data obtained due to the hosting relationship that she has with us.

2. Personal Data.

For the purposes established in this Privacy Notice, Zirahuén Forest & Resort will obtain from you the following personal data: name and surname, telephone numbers, email and social media address, age range, federal taxpayer registry (RFC), nationality Facebook and Twitter address; main reason for your trip and number of trips per year; name and data of third parties; name of your company, your position and contact details; details of your credit card or payment method, billing information; interests, opinions and hobbies.

We inform you that Zirahuén Forest & Resort does not obtain personal data that are considered by the LFPDPPP as sensitive personal data. We can obtain data from your credit card for the reservation and payment in case you do not make the reservation effective.

Zirahuén Forest & Resort obtains or may obtain personal data from you through the following means:

- Personally, when you provide them to one of our employees, filling out forms when you check-in with us, or at our reception. Also, when you answer questionnaires of satisfaction and opinion of the service, or when you subscribe to offers and contests or loyalty programs.
- Directly, when you provide them to us by phone or through electronic means, by filling out the reservation form on our Website, interacting on our social networks or through cookies or web beacons, or through email. Likewise, when you answer questionnaires of satisfaction and opinion of the service by electronic means, or when you subscribe to offers and contests by our electronic means.
- Indirectly, when you provide your personal data to any of our suppliers, such as travel agencies or third parties that provide us with databases, which support us during the reservation and marketing processes. A cookie is a data file that is stored on the hard drive of your computer equipment or electronic communications device that you use when browsing our website, which allows the exchange of status information between our site and your browser.

443 273 5083

434 105 0024

contacto@zirahuen.com

reservas@zirahuen.com

www.zirahuen.com

The status information can reveal means of session identification, authentication, or user preferences, as well as any data stored by the browser regarding the internet site. On the contrary, a web beacon is a visible or hidden image inserted within our website or email, which can be used to monitor your behavior on these media. Through these you can obtain information such as the IP address of origin, browser used, operating system, time the page was accessed, and in the case of email, the association of the data. The data obtained by these means allow us to give you a better service on our page. Most web browsers allow you to manage your cookie preferences. You can set your browser to reject cookies or delete certain cookies. In general, you should also be able to manage similar technologies in the same way that you manage cookies - using your browser preferences. The following links show how to adjust the browser settings of commonly used browsers:

- Internet Explorer
- Firefox
- Safari
- Chrome

Consider that if you choose to block cookies, it may affect or prevent the operation of our page and service. One of the third-party services that we use to track service-related activity, eg by setting cookies, is Google Analytics. If you do not want Google Analytics to collect and use information, you can install an opt-out system in your web browser (tools.google.com/dlpage/gaoptout?hl=None).

3. Purpose.

Obtaining and processing the indicated personal data is carried out with the necessary purposes:

- Have guests register and provide them with the best possible service and attention.
- Contact guests when necessary, including completing transactions or providing personalized services, or in emergencies.
- Obtain billing information if required.
- Make a reservation according to your specifications and needs.
- Obtain your credit card details, which will only be used as a guarantee for the reservation, issuing a charge only when you decide to pay using this form.
- Consult you about the quality of our service and understand your specific needs, and thus be able to provide you with a better service.
- Comply with all mandatory legal provisions for Zirahuén Forest & Resort, within the framework of its commercial relationship with you.
- Comply with the contractual obligations that it has entered with you by virtue of the existing commercial relationship.
- Protect the interests and rights of Zirahuén Forest & Resort, in accordance with the legal provisions.

Additionally, we have the following purposes:

- The creation of a personal profile on our website that allows you to receive notifications in the event of special offers, register for our loyalty programs, send electronic postcards, among other additional services.
- Register you in contests, raffles, and raffles, including digital ones, which allows us to adapt the promotions and notices that are sent to you, as well as contact the winner.

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- c) To send you personalized advertising and for marketing, statistical and commercial prospecting purposes.

You can modify the information for the purposes of the last section at any time to adapt the promotions and notices sent according to the preferences indicated by yourself, modifying the security options on our website, or updating your personal data in your profile. Likewise, you can request not to receive advertising through the link that appears in each advertisement that you will receive, to be removed from the mailing list of the marketing and advertising service. Additionally, you can contact our Personal Data Department and request that your data not be used for unnecessary purposes, in accordance with the procedure in section 5. We also inform you that you can register in the Public Registry of Consumers provided for in Federal Law of Consumer Protection, and in the Public Registry of Users in accordance with the Law of Protection and Defense of the User of Financial Services, so as not to receive publicity. If you decide to enroll in such registries, we will respect your decision.

4. Transfers of personal data.

Zirahuén Forest & Resort may transfer your personal data to third parties for the purposes established in this Privacy Notice. The above includes:

- a) Your personal data mentioned above may be communicated to the competent authorities, in accordance with the applicable legislation. These transfers can be national or international.

5. ARCO Rights.

In accordance with the LFPDPPP, you have the rights of Access, Rectification, Cancellation and Opposition to Treatment, also known as "ARCO Rights", which are briefly explained below:

- **Access:** Right to access the personal data that we keep about you, as well as to obtain information regarding the conditions in which your data is processed.
- **Rectification:** Right to rectify your personal data if they are inaccurate or incomplete.
- **Cancellation:** Right to request that we cancel the personal data that we have about you, when you consider that they are not being treated in accordance with the principles and duties established by LFPDPPP and its Regulations.
- **Opposition to treatment:** Right to object to the processing of your personal data when there is legitimate cause or so that your data is not processed for specific purposes.

The LFPDPPP also grants you the right to revoke the consent previously granted for the processing of your personal data, at any time.

For the purposes of exercising your ARCO rights, to request or revoke your consent previously granted for the treatment and in general, to formulate any doubt or complaint in relation to the treatment of your personal data or to know if there are other options available (in addition to those here established) for you to limit the use or disclosure of your data, please contact our Department of Personal Data ("DDP").

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Your requests for cancellation, revocation and opposition to treatment will be evaluated in the terms established in the LFPDPPP and their origin or inadmissibility will be resolved taking into consideration the precepts of the LFPDPPP and other obligations that are applicable to Zirahuén Forest & Resort (fiscal, commercial, consumer protection, public safety, health, etc.). In general, please consider that your requests may not be appropriate, in those cases in which the treatment is necessary for the fulfillment of a legal obligation imposed or acquired by Zirahuén Forest & Resort.

In all those cases, a simple request will need to be submitted as mentioned above. Our DDP will communicate to you (i) the information that will be requested to identify you, as well as the documents that you will need to send along with your request; (ii) the deadlines in which you will receive a reply to your request; (iii) how you should submit your request, including the forms you can use to submit your request, if any, and; (iv) the modality or means in which we will deliver the information to you.

6. Department of Personal Data ("DPD").

Our DPD can be contacted through the following means:

contacto@zirahuen.com / reservas@zirahuen.com

Rivera del Lago no. 3 S / Colonia Zirahuén, Michoacán Zip Code 61810

Tel. 443 273 5083

Tel. 434 105 0024

In any case, please include your name and your contact details.

7. Security of your Personal Data.

Zirahuén Forest & Resort will take the necessary physical, organizational, and technical information security measures to prevent the loss, misuse, alteration or illegal disclosure of the information and personal data that you provide us. The third parties to whom we send your personal data will be subject to privacy policies like those established here.

8. Modifications to the Privacy Notice.

Zirahuén Forest & Resort reserves the right to make modifications or updates to this privacy notice at any time, to reflect the entry into force of new regulations or internal policies. These modifications will be available through the following means: visible advertisements in our establishments, website, or by email. If you do not agree with said modifications, you must send an email to the email, requesting the cancellation of your personal data, in accordance with the LFPDPPP.

"We inform you that this page may use cookies and web beacons to obtain personal data. You can disable them as established in our Privacy Notice."

Date of update to this privacy notice: **March 2021**

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