

PRIVACY NOTICE

In accordance with the provisions of the Federal Law for the Protection of Personal Data in Possession of Individuals, **FRACCIONADORA LA ROMITA S.A DE C.V.** or any of its affiliated companies, hereinafter identified as **CIUDAD MADERAS**, with address at 75, 5 de Mayo Street, Col. Centro Histórico, Querétaro, Querétaro, C.P. 76000, hereby makes available the following **PRIVACY NOTICE**.

CIUDAD MADERAS, is responsible for the use and protection of your personal data that are provided to us through the services available on the portal **www.ciudadmaderas.com** or through the various formats and physical forms, telephone communication, electronic messaging, or any other means known or to be known. In this sense and in compliance with legal obligations, through this instrument we inform you as the owner of the data collected and the purposes for which they will be used.

INFORMATION TO BE COLLECTED

We inform you that we collect your personal data, including those data that may be considered as sensitive personal data, so for no reason **CIUDAD MADERAS** will treat personal data for different purposes or that are not compatible with those reported in this **PRIVACY NOTICE** or obtain data that do not meet the criteria set forth herein.

For the aforementioned purposes we need to obtain some or all of the following personal data that could be classified as sensitive data in terms of the aforementioned law:

1. Client's full name
2. Sex
3. Age
4. Occupation
5. Telephone number
6. Correo electrónico
7. Date of birth
8. Address
9. Federal Taxpayers Registry
10. Unique Population Registry Code (Clave Única de Registro de Población)
11. Financial and/or banking data

12. Equity data
13. Personal data (marital status, nationality, family and/or non-family references)

PRIMARY PURPOSES OF PERSONAL DATA PROCESSING:

CIUDAD MADERAS will limit the use of the personal data mentioned in this **PRIVACY NOTICE** to carry out any or all the necessary activities for the development and/or fulfillment of the obligations originated and derived from the contractual relationship or relationships generated between **CIUDAD MADERAS** and you, the customer, therefore, **CIUDAD MADERAS** will only collect and make legitimate use of your personal data adequate, necessary and relevant for the rendering of the services provided by **CIUDAD MADERAS**, as well as to comply with the purposes of this **PRIVACY NOTICE**, which include, but not limited to:

- Verify your identity through the use of data provided and identify you as owner and/or user of the services provided by **CIUDAD MADERAS** before authorities and/or third parties with whom we have collaboration agreements.
- To comply with the obligations of cooperation with security and justice agencies, as well as with the requirements of the competent authorities in the cases legally provided for by the legislation of the United Mexican States.
- Verify before the National Electoral Institute (INE) the quality of the data contained in your voting card, including, as the case may be, your biometric data.
- Carry out processes for security purposes and prevention of illicit conduct such as fraud and/or identity theft, as well as customer identification in accordance with the Federal Law for the Prevention and Identification of Operations with Illicit Proceeds or other requirements that by law or court order must be met.
- Contact you for commercial prospecting purposes, as well as to attend your requests for advertising purposes, through various electronic means such as telephone calls, sending communications via email, short messages and other physical and/or electronic means of communication, made by **CIUDAD MADERAS** or third parties authorized by **CIUDAD MADERAS**. The above, for any situation related to the use and management of the services provided, to inform you about any benefit to which you would have been entitled as a result of the same, as well as to comply with obligations arising from any legal relationship with you.

- Formalization of purchase and sale contract and commercialization of goods or services offered by **CIUDAD MADERAS**.
- Validate the quality of the information provided by you and/or authorized third parties.
- Perform billing and collection procedures and/or process payments through the forms and mechanisms enabled for this purpose.
- Elaborate analyses and studies related to their consumer behavior, as well as periodic research and monitoring of their credit behavior, including providing information to the corresponding credit information companies.
- Quote and manage goods and/or services of **CIUDAD MADERAS** or its subsidiaries.
- Make reports, forecasts, surveys, research and analysis regarding the use and quality of goods and/or services offered by **CIUDAD MADERAS** or its affiliates.
- To comply with the obligations set forth in the applicable regulations.

SECONDARY PURPOSES OF PERSONAL DATA PROCESSING.

If you do not object, **CIUDAD MADERAS** may process personal identification and contact data of third parties when you directly provide us with this information so that such third parties may be contacted in their capacity as personal references for collection purposes, commercial prospecting, research, activities to verify the quality of the information provided by you, periodic monitoring of your credit history, to perform on your behalf various actions related to the Services and/or for the fulfillment of legal obligations acquired by you.

By providing this information you acknowledge having duly informed and obtained prior consent from such third parties so that **CIUDAD MADERAS** may treat them for the purposes stated herein, as well as having informed them of the means by which this **PRIVACY NOTICE** is available to them.

MEANS FOR THE EXERCISE OF THE DATA OWNER'S RIGHTS:

We inform you that in accordance with the so-called ARCO rights (Access, Rectification, Cancellation and Opposition), you have the right to know

what personal data we have about you, why we use them, the conditions of use we give them and to obtain a copy of them in readable format and easy to read digitally. Therefore, we inform you that at any time you may request the correction and/or modification and/or substitution of your own personal information in case you need to update it due to any change. Likewise, you have the right to have your information permanently removed from our database, when you consider it pertinent, as well as the right to oppose the use of your personal information for specific purposes.

For any question related to the exercise of the aforementioned rights, you may submit your request to the following email address: **aviso.privacidad@ciudadmaderas.com** and such request will be answered by our executive in charge of the area of personal data protection and privacy, through the same email address, which will give prompt resolution to your request within a maximum period of 20 (twenty) working days from the date on which the request was received, sending the response electronically to the email address you have made the request.

OF PERSONAL DATA TRANSFERS:

- Not subject to consent

CIUDAD MADERAS may transfer your personal data to national and foreign entities for the following purposes:

- To competent authorities and third parties in the cases legally foreseen.
- To the National Electoral Institute (INE) to verify the quality of the data contained in your Credential to Vote, including biometric data as the case may be.
- Credit information companies, surety companies and insurance companies with which we have entered into legal agreements to guarantee compliance with the obligations derived from the services/goods acquired or contracted.

- To the subsidiaries of **CIUDAD MADERAS** that operate under privacy policies that comply with the corresponding applicable provisions so that they may contact you directly or indirectly, to carry out segmentation, profiling, promotion and, if applicable, offering of products and/or services that such companies may market and/or provide jointly with **CIUDAD MADERAS** or independently.
- To third party service providers with whom **CIUDAD MADERAS** has entered into binding legal agreements for the purposes set forth in this **PRIVACY NOTICE**.
- Consent must be obtained.
 - If you do not object, **CIUDAD MADERAS** may transfer the necessary personal data to business partners and/or third parties with whom we have entered into binding legal agreements, including institutions in the financial sector so that they can contact you and offer you goods, products and financial services.

For the above and by means of the present, you as the owner of the data, grant full authority to **CIUDAD MADERAS** to transfer your **information to any of the** affiliated or subsidiary companies of **FRACCIONADORA LA ROMITA S.A DE C.V.**, likewise authorizes **CIUDAD MADERAS** to share the Personal Data (including e-mail address, telephone number and patrimonial and/or financial information) with the service providers or outsourcing companies, or with the companies with whom **CIUDAD MADERAS** has a collaboration relationship, alliance or commercial agreement, that contribute to improve or facilitate the operations of its object respecting the moral and values of the company, with strict adherence to the guidelines contained in the Federal Law of Protection of Personal Data in Possession of the Individuals.

In the event that users provide, on their own initiative, additional information to such service providers directly, such service providers will use this information in accordance with their own privacy policies.

OF THE REQUIREMENTS OF THE AUTHORITIES:

CIUDAD MADERAS cooperates with the competent authorities and other third parties to ensure compliance with laws, for example in the protection of industrial and intellectual property rights, fraud prevention and other matters, so it may disclose the Personal Data of its users upon request of the competent judicial or governmental authorities for the purposes of investigations conducted by them, even if there is no executive or judicial order or subpoena, or for example (and without limitation to this case) when it comes to criminal investigations or fraud, hacking or copyright infringement.

In such situations, **CIUDAD MADERAS** will cooperate with the competent authorities in order to safeguard the integrity and security of the Community and its users. **CIUDAD MADERAS** can (and users expressly authorize it) communicate any Personal Data about its users with the purpose of complying with the applicable regulations and cooperate with the competent authorities as far as we understand it necessary and appropriate in relation to any investigation of an illicit or that could expose **CIUDAD MADERAS**, subsidiaries or its users to any legal responsibility. This right will be used by **CIUDAD MADERAS** at its sole discretion when deemed appropriate or necessary to maintain the integrity and security of the Community and its users, to enforce the General Terms and Conditions and other policies.

PRESERVATION OF YOUR PERSONAL DATA.

CIUDAD MADERAS will keep your personal data only for the time necessary to provide the services you have contracted with **CIUDAD MADERAS** and/or its affiliates, as well as during the term of any contractual relationship and/or any legal relationship you have with **CIUDAD MADERAS** while maintaining a basis of legitimacy that allows, in terms of applicable laws, to treat your personal data. Once any relationship of any nature with **CIUDAD MADERAS** is concluded,

CIUDAD MADERAS will proceed to the secure deletion of your data from any database or registry in its possession.

CHANGES TO THE PRIVACY NOTICE:

CIUDAD MADERAS and/or its affiliates reserve the right, under its sole discretion, to change, modify, add or delete parts of this **PRIVACY NOTICE**, in such case, **CIUDAD MADERAS** will keep its **PRIVACY NOTICE** updated at <https://ciudadmaderas.com/aviso-de-privacidad>. **CIUDAD MADERAS** will notify you of any change or modification to this Privacy Notice through one or more of these means:

1. At the domicile of the different points of sale and customer service of **CIUDAD MADERAS**;
2. Through the Internet portal www.ciudadmaderas.com or directly through the link <https://ciudadmaderas.com/aviso-de-privacidad/>.
3. Through contracts or official forms of **CIUDAD MADERAS**.

When the above mentioned changes imply a substantial change in the purposes or in the treatment of personal data, **CIUDAD MADERAS** will inform you at least 05 (five) working days before they take effect through the direct notification mechanisms that it has about you such as email, telephone number or message by digital instant messaging. In case it is legally necessary, **CIUDAD MADERAS** will obtain your consent for the treatment of your personal data, always informing you about the date of modification of this **PRIVACY NOTICE** in this link.

ISSUANCE DATE: January 21, 2020

DATE LAST UPDATE: February 16, 2024