

NOTICE OF PRIVACY

In compliance with the provisions of **the Federal Law on Protection of Personal Data Held by Private Parties** and its Regulations, hereinafter the **LFPDPPP** This Privacy Notice is made known to you in the following terms:

IDENTITY AND ADDRESS OF THE RESPONSIBLE FOR PERSONAL DATA

United Industries, SA DE CV, onwards **THE RESPONSIBLE** declares to be a legally constituted company in accordance with Mexican laws and is responsible for the treatment and protection of your personal data and sensitive personal data, for the purposes indicated in this Privacy Notice. **THE RESPONSIBLE** can be contacted through the following email privacidad@iusa.com.mx or at the address located at **Pan-American Highway Mexico - Querétaro KM 109, Pasterjé, Jocotitlán, State of Mexico, 50734**.

PROCESSING OF PERSONAL DATA

THE RESPONSIBLE collects your personal data for the purposes mentioned in this Privacy Notice. In this context, we inform you that your personal data will be processed and safeguarded based on the principles of legality, quality, consent, information, purpose, loyalty, proportionality and responsibility enshrined in the **LFPDPPP**.

PURPOSE AND USE OF PERSONAL DATA

We collect your personal data, which is treated in a strictly confidential manner and with the necessary security measures to guarantee your protection, for which we request your consent through this **Notice of Privacy** in order to use them for the following purposes:

either **1. Primary purposes:**

- § Identify you as a customer or prospect.
- § Contact you and send you relevant information about our services.
- § Evaluate the quality of the service we provide.
- § Respond to your requests for information, care and services. Notify you and offer you about new services tailored to your interests and needs.

- **2. Secondary purposes:**

either Contact you and send you newsletters, advertising, organized events and promotions by **THE RESPONSIBLE**, affiliates, subsidiaries or third parties that are our business partners.

either To know your consumption habits and preferences, in order to personalize the information about our products or services.

- either To create personalized advertisements for users who have visited our website.
- either Carry out internal studies on consumption habits, marketing, advertising and/or commercial prospecting purposes.
- either Statistical purposes, without processing of personal data.

I expressly authorize my personal data to be processed in accordance with the secondary purposes of this privacy notice.

In the event that you do not agree that your personal data is used for the aforementioned secondary purposes, we would appreciate it if you sent us an email to privacidad@iusa.com.mx.

PERSONAL INFORMATION

In order to carry out the provision of our services in an efficient manner and in accordance with the purposes mentioned above, we require your personal identification and contact data. In this sense, the personal data that **THE RESPONSIBLE** may collect through the means mentioned below will be the following:

- **1. Identification:**
 - either Name
 - either Age.
- **2. Contact:**
 - either Home.
 - either Phones.
 - either E-mail.
 - either Social networks.

FORMS AND MEANS OF COLLECTION OF PERSONAL DATA.

The personal data that **THE RESPONSIBLE** may collect and that are necessary to offer you our services and products, or those that are derived or are accessories to it, physically, by telephone or through the Internet or other electronic means, will be collected through the following forms and means:

- Directly from you.
- Through agents or promoters.
- When you visit or use our website or online services.
- By filling out the form found on our website.
- By phone or fax.
- By email.
- Through social networks.
- Through instant messaging applications.
- Through various electronic means.
- Public access sources, such as telephone directories, and/or through other sources permitted by Law.

MANAGER OF PERSONAL DATA

You may contact the area responsible for the management and administration of personal data by email privacidad@iusa.com.mx or directly at the address established in this Privacy Notice.

TRANSFER OF PERSONAL DATA.

THE RESPONSIBLE You may share your personal data with holding companies, subsidiaries, affiliates or affiliates under the common control of the person in charge, companies or parent companies, any company in the same group as the person in charge that operates under the same processes and internal policies or related authorities for the management of your matter. .

THE RESPONSIBLE will not exchange, share, publish, disseminate, assign or sell your personal data to outside third parties **THE RESPONSIBLE**.

THE RESPONSIBLE may transfer your personal data without your prior consent, only when it is under the exceptions provided in article 37 of the **LFPDPPP**, and in any case complying with the conditions provided for in article 17 of the Regulation of the **LFPDPPP**.

THE RESPONSIBLE undertakes to comply with and respect the legal principles of personal data protection when these are transferred, whether to natural or legal persons, in order to offer you our products and services.

THE RESPONSIBLE will ensure through the signing of agreements and/or adoption of other binding documents, that said third parties maintain adequate security, administrative, technical and physical measures to protect your personal data, as well as said third parties only use your personal data for the purposes for which they were hired and in accordance with this Privacy Notice.

MEANS TO PROTECT THE USE OR DISCLOSURE OF YOUR PERSONAL DATA

THE RESPONSIBLE will implement the security, technical, administrative and physical measures necessary to protect your personal data and prevent its damage, loss, alteration, destruction or unauthorized use, access or treatment within this privacy notice.

Ensuring that only authorized personnel, who have complied with and observed the confidentiality requirements, may participate in the processing of your personal data. Authorized personnel are prohibited from allowing access by unauthorized persons and from using your personal data for purposes other than those established in this Privacy Notice. The obligation of confidentiality of the people who participate in the processing of your personal data subsists even after the relationship with **THE RESPONSIBLE**.

MEANS FOR THE EXERCISE OF YOUR ARCO RIGHTS AS HOLDER OF PERSONAL DATA

As the owner of the personal data that is the object of this Privacy Notice, you have the right to know what personal data we store, for what we use it and the conditions of use that we give them. In this sense, you can exercise your rights

of **Access, Rectification, Cancellation or Opposition (ARCO Rights)**, which are enshrined in the **LFPDPPP**. Likewise, you may revoke, at any time, the consent that you have granted and that is necessary for the treatment and use of your personal data, as long as there is no current relationship or link with **THE RESPONSIBLE**.

In case you want to exercise your rights **BOW**, you can do so at any time by directing your request to **THE RESPONSIBLE** through the following mechanism:

- **Email:** privacidad@iusa.com.mx

For the foregoing, you must send us a letter by email in which you inform us in a reliable and detailed manner of the specific personal data to which you wish to have access or that requires rectification, cancellation or opposition to its treatment, as well as comply with the following requirements:

- **YO.** The name of the owner and address or other means to communicate the response to your request;
- **II.** The documents that prove the identity or, where appropriate, the legal representation of the owner.
- **III.** The clear and precise description of the personal data with respect to which one seeks to exercise any of the aforementioned rights; and
- **IV.** Any other element or document that facilitates the location of personal data.

THE RESPONSIBLE will contact you within a maximum period of twenty (20) days, counted from the date on which the request for access, cancellation, rectification or opposition was received, informing you of the respective decision, which if it is ruled as appropriate will be made effective within fifteen (15) days from the response you receive.

REVOCATION OR LIMITATION OF THE USE AND/OR DISCLOSURE OF YOUR PERSONAL DATA

You may revoke or limit the use or disclosure of your personal data by sending your request to the email privacidad@iusa.com.mx. In the event that your request is appropriate, the use of the data will be revoked and you will be registered in the exclusion list of **THE RESPONSIBLE**.

It is important to inform you that not in all cases we will be able to attend to your request or terminate the use immediately, since there is the possibility that at the time of your request some legal obligation remains which requires us to continue processing your personal data.

In this sense, we will respond to your request within a maximum period of twenty (20) days, counted from the date the request was received and we will inform you of its origin.

INTERNATIONAL DATA PROTECTION STANDARDS

THE RESPONSIBLE, in order to protect your personal data in the most appropriate way possible, and with the understanding that anyone from anywhere in the world can access the website and share their data with us, has decided to implement some

provisions of Regulation (EU) 2016/679, better known as the General Data Protection Regulation of the European Union (GDPR).

In this sense, you are informed that in addition to the ARCO Rights, you have the following rights regarding your personal data:

- **Right of Portability:**This right entitles you to, if you want your data to be processed by a third party outside of **THE RESPONSIBLE**, we will facilitate the portability of your data to the new person in charge.
- **Information Right:**In the event of a breach of your data, **THE RESPONSIBLE** will notify you of said violation within a period of 3 days after **THE RESPONSIBLE** be aware of the breach.
- **Right of Suppression:**You may request the deletion of your data when, among other reasons, the data is no longer necessary for the purposes for which it was collected.

If you wish to exercise these rights, you can do so at any time by directing your request to **THE RESPONSIBLE** under the same mechanism **ARCO Rights** previously mentioned.

It is important to inform you that not in all cases we will be able to attend to your request or terminate the use immediately, since there is the possibility that at the time of your request some legal obligation remains which requires us to continue processing your personal data.

In this sense, we will respond to your request within a maximum period of twenty (20) days, counted from the date the request was received and we will inform you of its origin.

THE RESPONSIBLE will keep the personal data of users only for the time necessary to carry out the purposes for which they were collected, as long as the consents granted are not revoked. In this sense, personal data is kept for as long as, in each case, it is considered necessary to be able to justify and/or render accounts regarding the management, which may be linked to legal prescription periods, or to the possibility of receiving requirements of competent authorities.

THE RESPONSIBLE is entitled to process your personal data because you have given your consent for the specific purposes requested to provide you with our services. Regarding the reservation of services, payment and billing, the treatment is legitimized by the reservation of services and the request for billing of consumption.

The treatment of the data in order to send you emails about services, events and news related to our professional activity is based on the legitimate interest of **THE CONTROLLER** to carry out said treatments in accordance with current regulations.

In the same way, user information may be used to comply with the different legal obligations of **THE RESPONSIBLE**.

LINKS TO THIRD PARTY WEBSITES

Our website may contain, for your convenience, links to other websites. THE RESPONSIBLE has not reviewed the Privacy Notices of said websites, therefore it does not guarantee nor is it responsible for the content on such sites. We invite you to carefully read the Privacy Notice of each of the sites you visit on the Internet.

MODIFICATIONS IN THE PRIVACY NOTICE

THE RESPONSIBLE reserves the right to amend or modify this Privacy Notice as it deems appropriate, for example, to comply with changes to the legislation on personal data protection or comply with internal provisions, such as new requirements for the provision and offering of our products, services or practices within the market. **THE RESPONSIBLE** will make the updated Privacy Notice available to you when changes are made to it, as well as when your consent is required.

The updated version of the Privacy Notice will be available to the public through the following means:

- On our website <http://ws.iusa.com.mx/> in the Privacy Notice section.
- Notification visible in our offices.
- They will be sent to the last email account that you have provided us.

This Privacy Notice is governed by the Federal Law for the Protection of Personal Data Held by Individuals, its Regulations and other legal regulations applicable in the United States of Mexico.

LAST UPDATE

October 22, 2018.