

INTEGRAL PRIVACY NOTICE

In accordance with the provisions of the Federal Law on Protection of Personal Data in Possession of Individuals and its regulatory framework (hereinafter the Law), the content of this Comprehensive Privacy Notice under the following considerations: Personal data (hereinafter Data) and documentation may be collected directly, indirectly, through itself or an authorized third party, thus including those sources allowed by the Law, being able to be obtained and protected through any physical, electronic, optical, sound, visual or any other technology that 4M de México deems appropriate.

• RESPONSIBLE FOR PERSONAL DATA

For the purposes of this Privacy Notice, Gerardo D. Valencia Delgadillo, (hereinafter 4M de México), is responsible for the protection and processing of your personal data (hereinafter Data), and indicates the address located at Av. De la Aurora # 206 -B16, Col. El Romeral, C.P. 76915, Municipality Corregidora, Querétaro to hear and receive any type of related notification with the treatment of the Data described here.

• DATA COLLECTED

4M de México will request any Data that is necessary to be able to provide an adequate compliance with the legal relationships established or derived from digital marketing services, which are:

- Identification data.
- Contact information.
- Academic data.
- Financial and patrimonial data.
- Billing information.
- Documents with legal or contractual information, public or private.
- Images of people or documents.

• PURPOSES

The personal data that we collect will be processed to identify natural or legal persons that require information or digital marketing services provided by 4M de México, having as main purpose:

- Inform and follow up with clients on requests for information on the specific services that are provided by 4M de México, including their modalities and rates, as well as activities derived from any contractual relationship.
- Conduct studies on demographics, interests and behavior, studies of market and consumer in order to acquire and offer personalized products and services, as well as advertising and content more suited to your needs.
- Manage services and commercial relationships with suppliers and other third parties with that we treat.
- Management, control, administration and updating of our clients' database.
- Carry out the collection, billing for the services provided, as well as and carry out services judicial and extrajudicial collection when required.
- To comply with legal and regulatory obligations, with orders from authorities judicial or administrative.
- Attention and follow-up to doubts, opinions, complaints and suggestions about the attention and products offered by 4M de México.
- To control access and security to our facilities.

Additionally, as secondary purposes which are not considered mandatory for the establishment of the legal relationship, your data will be used to:

- Carrying out quality or service surveys or any other related to services that 4M de México offers.
- Market research and commercial prospecting, as well as advertising activities for any physical or virtual medium.

• TRANSFERENCIAS

Le informamos que 4M de México podrá transferir sus Datos cuando dicha actividad tenga la intención de dar seguimiento o cumplimiento a las relaciones, obligaciones y derechos relacionados con los servicios de marketing digital establecidos entre usted y 4M de México, o en su caso dicha transferencia se encuentre contemplado en alguno de los supuestos previstos en la Ley.

• DERECHOS ARCO

De conformidad con lo señalado en la Ley, usted tendrá el derecho de Acceder a los Datos que tratamos; Rectificar en caso de que estén incompletos o sean inexactos; Cancelarlos en caso de que considere que no se requieren para alguna de las finalidades señaladas en el presente Aviso, que estén siendo utilizados para finalidades que no hayan sido consentidos, o bien, Oponerse al tratamiento de los Datos que nos haya proporcionado para fines específicos. Así mismo usted podrá en cualquier momento revocar su consentimiento para el tratamiento de sus Datos, sin embargo, es importante señalar que no en todos los casos podremos atender su solicitud o concluir su uso de manera inmediata, ya que es posible que por subsista alguna obligación legal entre usted y 4M de México, siendo necesario analizar el caso concreto. Para efecto de lo anterior, usted podrá solicitar el ejercicio de cualquiera de los derechos antes señalados ante 4M de México, mismos que podrá hacer valer por un escrito vía electrónica a través del siguiente correo electrónico [administrador@4mdemexico.com.mx](mailto:administrador@4mdemexico.com.mx) 4M de México dará atención a cualquier solicitud completa en un plazo máximo de 20 días hábiles. La respuesta indicará si la solicitud es procedente y, en su caso, se hará efectiva la determinación dentro de los 15 días hábiles siguientes a la fecha en que comunique la respuesta al titular de los Datos o en su caso a su representante legal. Es preciso señalar que dichos plazos podrán ser ampliados en los términos que señale la Ley.

• LIMITATIONS

You may limit the use or disclosure of your personal data by registering for the "List of Exclusion of 4M de México ", for which, you must send an email to the following [administrador@4mdemexico.com.mx](mailto:administrador@4mdemexico.com.mx) address where you will be provided with more information Regarding the purposes of the treatment that may be excluded and the scope of being registered in said listing.

• CHANGES TO THE PRIVACY NOTICE

This privacy notice may undergo modifications, changes or updates derived from the products and services that the company offers, as well as new legal requirements, own needs, changes in privacy policies and our business model. These modifications will be available through the following means:  
to. Visible advertisements in our facilities  
b. Sending information to the last email you have provided.

• RIGHTS

4M de México implements the necessary security, administrative, technical and physical measures that are within your reach to protect personal data against damage, loss, alteration, destruction or unauthorized use, access or treatment. If you consider that your right to the protection of your personal data has been violated by any conduct or omission on our part, or presumes any violation of the provisions provided in the Federal Law on Protection of Personal Data Held by Private Parties, and its framework normative, you may file your disagreement or complaint with the National Institute of Transparency, Access to Information and Protection of Personal Data (INAI). For more information, We suggest visiting their official website [www.inai.org.mx](http://www.inai.org.mx)