

PRIVACY POLICY FOR CUSTOMERS

INMOBILIARIA ZIG SA DE CV, located at Av. Mariano Otero 3261, Colonia Verde Valle, C.P. 44550, in Guadalajara Jalisco and SUITES CARIBE SA DE CV, located at Av. López Mateos Sur 2128 Col. Chapalita C.P. 44510 in Guadalajara Jalisco (hereinafter called SUPPLIER), recognizes the importance of the legitimate, controlled and informed treatment of your personal data. The present Privacy Policy is made available to you with the purpose of disclosing the practices of the SUPPLIER for obtaining, using, divulging, or storing your personal information.

Personal Information that is collected

The SUPPLIER can collect and in the case use the personal information specified as follows: i) name; ii) signature and/or fingerprint; iii) tax residence of the establishment and employees; iv) Federal Tax Registration; v) commercial activity; vi) official ID copy of the client or legal representative and people with authorized signature; vii) **proof of legal capacity**; viii) CURP (Unique Population Registry Code); ix) email address; x) telephone number: home and/or mobile phone and/or fax; xi) personal, commercial and bank references; xii) digital seal certificate; xiii) bank account number and/or any other documentation or information associated with the commercial relationship existing between the SUPPLIER and You, the Client.

The SUPPLIER will use your personal data only during the required time with the purpose of fulfilling the objectives described in the present Privacy Policy and/or in conformity with any applicable legal disposition.

Purpose and/or Use of the personal data collected by the SUPPLIER

The personal information collected by the SUPPLIER is used primarily to provide you with the products and services that you request and to meet the obligations of the relationship created with You. As per the Mexican Federal Law on the Protection of Personal Data held by Private Parties (hereinafter "Law"), your personal information may be used for the following purposes: i) creating and managing your account ; ii) sales follow up with the purpose of achieving customer satisfaction; iii) justify and prove to any competent authority, the commercial legal relationship between the parties; iv) collection and payment processing; v) follow up on orders; vi) sending advertising and product or service promotions from the SUPPLIER and its subsidiaries; vii) analysis to determine the effectiveness of our advertising and promotions; viii) to contact you and to provide the best possible service; ix) follow up on complaints or suggestions; x) to assess the quality of services we provide; xi) to evaluate credit applications; and, xii) for the preparation of contracts and invoices.

The SUPPLIER will be able to use your personal information for other purposes, as long as those purposes are compatible and can be considered analogous to the previous.

Furthermore, the SUPPLIER will have the right and you the obligation, to update the provided data for the purpose of giving you the best customer service.

Personal Data Transmission and Transference

As part of the business operations and with the purpose of fulfilling the detailed objectives, the SUPPLIER will be able to share or transfer some or all of your personal information with third parties, national or foreign. These third parties may be head offices, affiliates or subsidiaries of the SUPPLIER, external professional consultants, suppliers, Credit Institutions, Auxiliary Credit Organizations, Medical Institutions, Real Estate Companies, Government Agencies (SHCP, SENER, PROFECO, PROFEPA, STPS, etc.), and any other jurisdictional authority.

The SUPPLIER will make sure, by signing agreements and/or creating other binding documents, that said third parties maintain security, administrative, technical, and physical measures, suitable to safeguard your personal information, and that these third parties only use said information for the purposes for which it was collected and in conformity with the present Privacy Policy.

The SUPPLIER will not sell, surrender or transfer your personal data to any third party unrelated to the SUPPLIER without your previous consent. However, the SUPPLIER will be able to transfer your personal data when said transfer is stated by the Law or in any Treaty or when it is required by resolution of any competent authority.

Rights you are entitled to regarding your personal information

You will be able to exercise your rights to access, rectification, cancellation and objection (ARCO rights) at any moment, as determined by Law. Furthermore, you will be able to revoke at any moment, any consent you have given and that would be needed for the treatment of your personal data, and/or request that the use or divulgation of your information is limited. You can make your request by sending your petition to the following email address privacidad@hotelesgdplaza.com.mx by using the ARCO rights exercise Form, available at www.hotelesgdplaza.com.mx/Privacy_Policy.pdf

Privacy Policy Modifications.

In the case that any substantial modifications are made to the present Privacy Policy, they will be made available in the updated version of the document through the following website http://www.hotelesgdplaza.com.mx/Privacy_Policy.pdf

I hereby manifest that I have read and understood the present Privacy Policy and give my consent to, in the necessary cases, the treatment of my personal information in the terms of the present document.

Name: _____

Signature: _____

Date: _____

In terms of the Law and its Regulations, we inform you that, in case your ARCO rights request should be denied or any inconformity should arise, you can submit the corresponding Rights Protection Request to the Federal Institute for Access to Public Information and Data Protection within the time limits and terms specified in the Law and its Regulations.