

PRIVACY NOTICE

GRUPO GEFEC SA DE CV, better known as **CONFITEXPO**, with address at Av Baja California No. 32 A,

neighborhood Roma Sur, Mexico City, Cuauhtemoc municipality, Z.C. 06760, in the entity of Mexico City, country Mexico, and internet portal

www.confitexpo.com is responsible for the use and protection of your personal data, and in this regard we inform you of the following:

For what purposes will we use your personal data?

The personal data we collect from you will be used for the following purposes that are necessary

for the service you request:

- To grant your consent in sending information regarding the event.
- To grant your consent in sending our Digital publications and Newsletters via email,
- For statistical purposes.
- To send advertising for our event, exhibitors and service providers for exhibitors.
- Marketing or advertising.
- Commercial prospecting and attendance as a visitor to the event.

In addition, we will use your personal information for the following secondary purposes that are not necessary for the requested service, but

that allow us and facilitate providing you with better service:

- **To verify and confirm your identity.**

What personal data will we use for these purposes?

To carry out the purposes described in this Privacy Notice, we will use the following personal data:

- Name
- Date of birth
- Position or job title
- Email
- Mobile
- Address
- Federal Taxpayer Registry
- Work address
- Work email
- Work phone
- Document proving that your economic activity has a commercial relationship with the sector indicated in the Visitor Profile

How can you access, rectify or cancel your personal data, or oppose its use?

You have the right to know what personal data we have about you, what we use it for and the conditions of the use we give it (Access).

Likewise, it is your right to request the correction of your personal information in case it needs to be updated, is inaccurate or incomplete

(Rectification); that we delete it from our records or databases when you consider that it is not being used appropriately (Cancellation); as well as to oppose the use of your personal data for specific purposes (Opposition). These rights are known as ARCO rights.

By sending an email to the account registro@confitexpo.com

This Privacy Notice may be subject to modifications, changes or updates derived from new legal requirements; our own needs for the products or services we offer; our privacy practices; changes in our business model, or for other reasons.

We undertake to keep you informed about any changes that may occur in this privacy notice, through: Entering our website www.confitexpo.com

The procedure through which notifications about changes or updates to this privacy notice will be carried out is as follows:

They will be published on our website www.confitexpo.com