



PRIVACY NOTICE

In order to comply with the provisions of the Federal Law on Protection of Personal Data Held by Private Parties (LFPDPPP), INMEGA INVESTIGACIÓN DE MERCADOS S.C. (here in after INMEGA), informs you of this privacy notice, which applies to personal data collected with the prior consent of the Owner - participant, interviewee or panelist-, and through which you are informed of the treatment that **INMEGA in its capacity as responsible** will perform with the personal data provided to us.

INMEGA with address at Fresnillo 221, Colonia Mitras Centro, Municipio Monterrey, Nuevo León C.P. 64460, in Monterrey and on the site www.inmega.com responsible for collecting your personal data, the use that is given to them and their protection, aware of the importance of protecting your privacy against third parties and your right to informative self-determination, It has implemented technical, administrative and physical security measures to protect your personal data against any damage, loss, alteration, destruction or unauthorized use, access or treatment by you as a holder – participant, interviewee or panelist.

I.- Personal data and purposes of the treatment.

In INMEGA we need to obtain and process the following personal data of the Holder -participant, interviewee, or panelist-:

Identification and contact data: Name, date of birth, age, sex, marital status, key of the Federal Taxpayers Registry (RFC); Unique Population Registry Code (CURP); home address, e-mail address, home telephone number, cell phone number; total number of people living in your household, with whom you live, if you are the parent of any of the minors living in the household, if you are the parent of a child under the age of twelve; Signature, image and voice.

Patrimonial and / or financial data: Information to determine your socioeconomic level, related to the characteristics of your home, number of cars you have in the home, brand, and year, as well as monthly personal and family income level. Eventually we will ask you for the type of credit card, debit card or bank accounts you handle, consumer preferences, what type of insurance you have.

Labor data: Occupation; occupation of the head of household.

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Academic data: Last degree of schooling, in which type of school/university – public or private – you completed your last degree of studies and how many languages you speak.

Facts about hobbies, entertainment and fun: What places you visited on your last vacation, what kind of social networks you usually visit.

Among the documentation that can be collected by INMEGA for the verification of the identity of the Holder of the personal data is the voter credential, The passport, or the identity card of the released national military service, or, where appropriate, professional license.

In addition, **INMEGA**, in order to comply with the purposes set forth in this Privacy Notice in the case of conducting market research, public opinion and / or communication, including in the form of focus groups, in-depth interviews, or ethnographies, **will collect and process sensitive** personal data. , that is, those who report their political opinion, union membership, religious, moral and ethical beliefs, health data and sexual preferences. For the processing of sensitive personal data, INMEGA will always make available to the Holder – interviewee, participant, or panelist – previously the corresponding privacy notice, to duly inform the Holder of the purposes and treatment that will be given to their sensitive personal data, and where appropriate, obtain their written consent and signature. The responsible undertakes that such sensitive personal data will be treated under the strictest security measures guaranteeing its confidentiality.

The collection of personal data may be carried out when the Owner visits centers of affluence, when he is contacted by our interviewers, at his home -house by house-, when the Responsible communicates by telephone with the Holder -interviewee, participant or panelist-, as well as through focus groups, in-depth interviews, ethnographies, or, or through the use of our online survey website, for the voluntary provision of information through questionnaires applied on the site corresponding to the Data Controller, as well as through the use of cookies when browsing our Internet pages.

The controller may also collect personal data from publicly accessible sources, and from other sources available on the market to which the Owner may have given his consent to share his personal information.

The personal data of the Owner -interviewee, participant, or panelist- **are collected and processed** by **INMEGA** in its capacity as **responsible, to carry out the following activities, as main purposes:**

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1. Conduct surveys or apply questionnaires to conduct research for market research, public opinion, and communication.
2. Invite the Owner to participate in surveys or questionnaires to carry out research for market studies, public opinion, and communication.
3. Conduct studies on the demographics, interests, and behavior of the services and / or products of its customers, consumers, suppliers, and those third parties with whom it deals.
4. Recruit the Owner to participate in chats and / or online discussion forums about products and / services, or debates on current political, social, moral, ethical, or cultural issues.
5. Carry out the video recording of the realization of the study, of the group sessions (focus groups), in-depth interviews, or ethnographies.
6. Conduct telephone interviews with the Holders for the application of questionnaires for market studies, public opinion, and communication, by recording them.
7. Audio randomly record answers of the Holder, when the application of questionnaires for market research, public opinion and communication is carried out via mobile devices or remote means of communication, to verify the completion of the interview.
8. Invite the Owner to share their comments or suggestions about products and services.
9. Verify the participation of the Owner in market research, public opinion, and communication.
10. Contact the Owner by telephone or personally -in subsequent visit-, to verify their collaboration in market research, public opinion and / or communication, in which their participation is registered, as well as corroborate the answers provided in it, for purposes of the quality system of the person in charge; and
11. Allow the Owner to use the different services of their corresponding websites including the download of content and formats.

Likewise, the person in charge will use your personal information for the following **secondary** purposes, only if your consent is previously requested, and you grant it to us:

- i. Your personal data: name, telephone, email address and address, may be used to contact you to invite you to participate in group sessions, in-depth interviews, ethnographic studies, related to the study in which the Owner participated; and

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- ii. Your information may be reviewed by our client who requested the investigation, to verify the profile of participants in group sessions, in-depth interviews, evaluate their preferences.

The Responsible requires sharing your personal data with the following providers of administration and database management services; automated processing of personal data and their storage; authentication and validation of emails; and audit services, collection, and processing.

In the case of minors, the safeguarding of their personal data is extremely important to INMEGA, so our commitment is to collect the indispensable minimum of personal information, such as their name and age, with the prior written consent of one of their parents or legal guardians. To do this, the person in charge will verify the representation of the parent or legal guardian through the birth certificate, official identification, and / or corresponding legal documentation. These personal data will be used for the purposes determined in this privacy notice.

Likewise, we inform you that exclusively in the participation of minors, with the prior consent of their parents or legal guardian in a general media investigation, the following will be collected from the minor: identification data, academics, patrimonial data -socioeconomic level-, sensitive data -religious beliefs, and health data-, and hobbies,

INMEGA has implemented and maintained the strictest security measures to ensure the confidentiality of minors.

II.- Consent of the Holder

The Owner states that this Privacy Notice has been made known by the person in charge. In the event that the Owner does not agree on the treatment that the person in charge will give to their personal data, under the terms of this Privacy Notice, they may deny their consent at any time, refusing to provide us with their personal data in the act that is required, or, through the options and mechanisms that for this purpose have been implemented in this Privacy Notice.

In the case of personal data that are not considered sensitive, patrimonial, or financial data, and the Owner does not oppose the terms of this Privacy Notice, its content will be considered agreed and consented, in terms of the third paragraph of article 8 of the LFPDPPP.

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The consent of the Holder may be revoked at any time by the latter, without retroactive effects being attributed to it, in the terms and in accordance with the procedures established below for it in accordance with this Privacy Notice.

Notwithstanding any provision of this Privacy Notice, the Owner acknowledges that your consent will not be required for the processing of your personal data by the person in charge or third parties in any of the cases indicated in article 10 of the LFPDPPP.

In the event that the personal data collected includes sensitive data, the Responsible will carry out acts that collect and constitute the express consent of the owner in terms of the LFPDPPP and other applicable legislation, either, by signing the corresponding format, whether printed, or using electronic means, through direct answers in telephone interviews, and their corresponding processes for the formation of consent, or, through the express consent and provision of personal information by the Holder of personal data.

III.- Transfers of personal data.

The person in charge, with the prior consent of the Owner -interviewee, participant, or panelist-, may make transfers of personal data, to national or foreign third parties, clients of the person in charge, on the understanding that the treatment that said third parties give to the personal data of the Holder must comply with the provisions of this Privacy Notice, and only for the following secondary purposes:

- 1) Verify the profile of participants in market, public opinion, and communication studies,
- 2) Contact you directly to invite you to participate in group sessions, be part of a panel, in-depth interviews, ethnographic studies, purchase simulations, related to the study in which the Holder participated.
- 3) Observation by the client in the development of the study.
- 4) Video recording and audio recording as deliverables for the client.

We inform you that for the indicated transfers, we require to obtain your express written consent:

We undertake not to transfer your personal information to third parties without your consent, except for the exceptions provided for in article 37 of the LFPDPPP, as well as to carry out that transfer in the terms established by that law.

In addition, INMEGA in its capacity as Responsible may transfer the personal data collected from the Holder to any other company of the same business group to which INMEGA belongs, whether the controlling company, subsidiaries or affiliates and / or operating with the same processes and internal policies, whether they are in national territory or abroad for their treatment, according to the purposes described in this Privacy Notice, and that in terms of the LFPDPPP your consent is not required.

If your personal information is transferred to be processed in a country other than where it was provided, subject to your consent, if necessary, such transfer will be in accordance with current Mexican legislation, and applicable personal data protection laws.

On the other hand, and in the event that your personal data is processed in order to participate in group sessions, in-depth interviews and / or ethnography, either as a participant (interviewee, participant or, panelist), and as a secondary purpose, the Responsible will transfer your personal information with the Mexican Association of Intelligence and Public Opinion Agencies, A.C. (AMAI), of which the Responsible is associated, in order to comply with the Service Standard for Market Research in Mexico (ESIMM), and other rules of the AMAI, mandatory for INMEGA in its capacity as a member of said Association.

For the transfer of your information to the AMAI, in the cases already mentioned, we require your express written consent:

The foregoing excludes the participant from joining the group sessions, in-depth interviews and / or ethnographic studies, as it is an essential requirement to be included in the study in question.

IV.- Conservation and security of personal data

INMEGA will keep the personal data of the Owner -interviewee, participant, panelist-, for as long as necessary to process market research, public opinion, and media studies, as well as their requests for information, as well as to maintain accounting, financial and audit records in terms of the LFPDPPP and current commercial, fiscal, and administrative legislation.

The personal data of the Owner collected by the person in charge will be protected by appropriate administrative, technical, and physical security measures against damage, loss, alteration, destruction or unauthorized use, access, or

treatment, in accordance with the provisions of the LFPDPPP and the administrative regulation derived from it.

V.- Use of "cookies" on our Internet pages:

INMEGA obtains information through its Internet pages through the use of cookies, understood as "cookie", the data file that is stored on the hard drive of the user's computer, when he has access to the page of the person in charge. Such files may contain information such as the identification provided by the user, or information to track the pages of user preference, to monitor their behavior as an Internet user, provide them with a better service and user experience when browsing our page. A cookie cannot read data or information from the user's hard drive or read cookies created by other sites or pages.

In case you wish to reject cookies or accept them selectively, you can do so, through adjusting the preferences of your browser. Please refer to your browser's instructions for more information.

VI.- Privacy Committee.

For any communication about our Privacy Notice, it is necessary that you send your request electronically addressed to our Privacy Committee, to the email address contacto@inmega.com or submit your request in writing to the offices of INMEGA, located at Fresnillo 221, Colonia Mitras Centro, Monterrey, Nuevo León, C.P. 64460.

VII.- Procedure for exercising ARCO Rights

You as the Owner -interviewee, participant or panelist-, or through your representative, have the right to access your personal data that you have authorized us to process, to know the information related to the conditions of the treatment thereof; as well as to **rectify them** if they are inaccurate or incomplete; in addition, you may at any time request the Responsible for the **cancellation** of personal data, when you consider that they are not being treated in accordance with the principles and duties established by the LFPDPPP and its regulations, or **oppose** the processing thereof for specific purposes, that is, the exercise of your rights of **Access, Rectification, Cancellation and Opposition**, ARCO rights by its acronym.

INMEGA has implemented as a mechanism for the exercise of these rights, the presentation of a request for the exercise of ARCO rights, in our offices at the

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address indicated in this privacy notice, addressed to our Privacy Committee, or by sending your request to the electronic or physical addresses indicated in advance. To facilitate the exercise of your ARCO rights.

To comply with your request, it must contain the following information:

- 1) The name of the owner, address and / or email address to communicate the response to your request.
- 2) The documents that prove the identity (voter's credential, passport, professional card, or FM3) in photocopy, or, where appropriate, the legal representation of the holder (simple copy in printed or electronic format of the simple power of attorney letter with autograph signature of the Holder, the representative, and their corresponding official identifications – voter credential, passport, professional card, or FM-3).
- 3) The clear and precise description of the personal data with respect to which one seeks to exercise any of the rights, and
- 4) Any other element or document that facilitates the location of your personal data.

In the case of requests for rectification of your personal data, you must also indicate the modifications to be made and provide the documentation that supports your request.

INMEGA has, in terms of the LFPDPPP, a maximum period of twenty business days, counted from the date on which the request for access, rectification, cancellation or opposition was received, to inform the Holder of the determination adopted, so that, if appropriate, it becomes effective within fifteen days following the date on which the response is communicated to the Holder. The periods may be extended only once for an equal period, provided that the circumstances of the case so justify.

In the case of requests for access to personal data, the person in charge will proceed with their delivery, after accreditation of the identity of the applicant or his legal representative, as appropriate, by issuing simple copies or electronic documents. The delivery of personal data will be free, except for shipping costs or the cost of reproduction in copies or other formats, which must be paid by the Owner or his Legal Representative. If the Holder reiterates his request in a period of less than twelve months, he must cover the corresponding costs equivalent to no more than 3 days of the Minimum Wage in force in the Federal District in terms of the LFPDPPP, unless there are substantial modifications to the Privacy Notice that motivate new consultations.

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For the purposes of requests for cancellation of personal data, in addition to the provisions of this Privacy Notice, the provisions of article 26 of the LFPDPPP will apply, including the cases of exception of cancellation of personal data indicated therein.

VIII.- Revocation, limitation to the use or disclosure of your personal data

You can revoke the consent you have given us for the processing of your personal data, at any time, so that we stop using them, except for the cases established in article 10 of the LFPDPPP. For INMEGA to be able to meet your request for revocation, you must provide the information indicated in points 1, 2, 3 and 4 of the previous numerals VII, before our Privacy Committee, through the means indicated in numeral VI of this Notice.

INMEGA will respond to your request within a maximum period of ten working days following receipt of your request for revocation and will inform you about the origin of the same, by sending an email to the email address indicated by you in your request. It is important that you bear in mind that not in all cases we will be able to meet your request or conclude the use immediately, since it is possible that due to some legal obligation, we require to continue processing your personal data.

We offer you the possibility to limit the use or disclosure of your personal data to participate in our interviews, panel, surveys or group sessions, or for the use of your data for the secondary purposes indicated in this Privacy Notice, by sending an email to the electronic address contacto@inmega.com, sending a letter to INMEGA with address Fresnillo 221, Colonia Mitras Centro, Monterrey, Nuevo León, C.P. 64460 in order to be registered in the corresponding exclusion list, according to your request.

For this purpose, 10 business days must elapse after receipt of your request, for the cancellation to be processed.

IX.- Changes to the Privacy Notice

INMEGA reserves the right to periodically update this Privacy Notice in accordance with changes in our personal information practices, in response to new legislation, internal policies or new requirements for the provision of our services or products.



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X.- National Institute of Transparency, Access to Information and Protection of Personal Data (INAI).

The Owner of the personal data may in case he considers that his right to protection of personal data has been injured by the improper treatment of his personal data, file his complaint or corresponding complaint with the National Institute of Transparency, Access to Information and Protection of Personal Data (INAI), for more information visit [www. inai.org.mx](http://www.inai.org.mx).

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