



PERSONAL DATA PRIVACY NOTICE

CUSTOMERS, SUPPLIERS AND EMPLOYEES

Last update: August 2021.

IN COMPLIANCE WITH THE FEDERAL LAW ON PROTECTION OF PERSONAL DATA IN POSSESSION OF INDIVIDUALS, NEW YORK BEECKER CONSULTING, SA DE CV, INFORMS ITS EMPLOYEES, CUSTOMERS AND SUPPLIERS OF THE FOLLOWING INFORMATION:

RESPONSIBLE INDIVIDUAL:

NEW YORK BEECKER CONSULTING, SA DE CV, with address located at Francisco I. Madero 536, 2nd floor, Colonia Miraval, in Cuernavaca, State of Morelos, Postal Code 62270, is responsible for the reception, handling, use, protection and care of the personal data that you provide.

You can also view this Privacy Notice at any time on the website: <https://www.beeckerco.com/>

PERSONAL AND SENSITIVE DATA SUSCEPTIBLE OF BEING USED:

In order to fulfill its corporate purpose, **NEW YORK BEECKER CONSULTING, SA DE CV** will collect, compile and handle personal data that allow it to identify employees, clients and suppliers, among others, name, surname, address, Federal Taxpayers Registry, Employer Identification Number, Social Security Number, fingerprints, email, contact information, social media, marital status, union membership, sexual orientation or sexual life, health, personal image collected through security cameras or photographs, credit or business history, information regarding compliance with tax obligations, bank or financial data.

Regarding sensitive personal data, **NEW YORK BEECKER CONSULTING, SA DE CV** will not request or manage any sensitive personal data in its employment or commercial relationship with employees, clients and suppliers, unless they are essential for medical care, prevention, diagnosis or assistance, present or future, and that implies knowing their health status. No client, employee, representative or service providers is authorized to request sensitive personal data from **NEW YORK BEECKER CONSULTING, SA DE CV**, unless expressly authorized by the owner of such data, they have the purpose of fulfilling obligations derived from a legal relationship between the owner and whoever collects the data, there is an emergency situation that could damage an individual or his/her property, a resolution of the competent authority is issued.

By providing such data, you acknowledge your consent for **NEW YORK BEECKER CONSULTING, SA DE CV** to use your personal data in terms of this notice and all conducive legal purposes. Alternatively, said company states its commitment so that the data collected is treated under strict security measures, guaranteeing its confidentiality.

PRIMARY PURPOSES:

NEW YORK BEECKER CONSULTING, SA DE CV, will treat said information for the following general purposes:

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- For the preparation of labor, commercial, service and / or supplier records, as well as for the identification of the goods or workers in charge of providing the services in the place in question, as well as those services subject to the commercial or labor relationship, such as payroll, billing, receipts, hosting or cloud services, provision of services to Mexican or foreign companies, among others.
- For the exchange of labor, administrative, commercial, legal or any other information required by law, which may include specialized outsourcing and / or training for the best performance of their functions.
- For the management of physical entry to the facilities **of NEW YORK BEECKER CONSULTING, SA DE CV** and / or its clients, including transmission by security cameras, surveillance websites, mobile phone applications or through any security or police platform.
- For the delivery-reception of goods, products or services subject to commercial acts.
- For the delivery-reception of the documentation that supports the commercial operation or the provision of any service.
- To contact by telephone or any other means of communication to those responsible for the administrative, commercial, accounting, financial or customer service areas of our suppliers, clients or workers.
- To register your bank details in our collection and / or payment systems, invoice issuance, receipts of any kind, including, but not limited to, payroll receipts, input and/or output records, hiring, formalization of services.
- To conduct surveys and evaluations related to the improvement and / or quality of the services provided, hygiene and safety at work, complaints under your expressed consent regarding acts of corruption, discrimination, workplace harassment, complaints channel, etc.
- To inform or validate the veracity and quality of the information provided by you, including the verification of your data before government bodies, or else, there is a legal obligation to provide such data or clarify them.
- In the cases that apply, to keep track of your credit history and behavior.
- In the cases where it is necessary, to provide your information to the legal department for the appropriate effects.



- When the situation warrants it, to be sent to the credit bureau's database in case of default. In such event, the use of your information will be governed in accordance with the provisions of the *Ley para Regular las Sociedades de Información Crediticia*.
- When your data as a client or employee must be sent to each other or to the labor or tax authorities in order to comply with the applicable legislation, among others, to register the specialized services that the platform of the *Registro de Prestadoras de Servicios Especializados u Obras Especializadas (REPSE)* of the *Secretaría de Trabajo* requires, as well as the *Servicio de Administración Tributaria (SAT)* in order to fully know the specialization of the job profile that is provided, or, for the deductions or tax credits of our clients or of **NEW YORK BEECKER CONSULTING, SA DE CV**
- Comply with the obligations set forth in the applicable regulations.

SECONDARY PURPOSES

In the absence of opposition on your part, **NEW YORK BEECKER CONSULTING, SA DE CV** will use your personal data for the following additional purposes that are not necessary for the employment or commercial relationship, but that allow and facilitate a better service:

- To establish measures and mechanisms that improve the work and commercial environment.
- For the preparation of informative and promotional material.
- To send informative material by physical or electronic mail.
- For the application of surveys and evaluations that allow to improve the quality of the services provided.

In case you do not want your personal data to be processed for any or all additional purposes, from now on you can communicate the above to the email datospersonales@beeckerco.com, indicating in the text your full name, your relationship with **NEW YORK BEECKER CONSULTING, SA DE CV** and that you do not want your data to be processed for any or all secondary purposes.

The refusal expressed regarding the use of your personal data for additional purposes may not be a reason to deny the requested services or terminate the relationship established with us.

TRANSFERS:

NEW YORK BEECKER CONSULTING, SA DE CV will use the personal information provided in the event that a commercial third party related to **NEW YORK BEECKER CONSULTING, SA DE CV** requests them in labor, commercial, civil, insurance or travel matters, or any sale of goods or services, as well as for labor, commercial or personal recommendations, or for statistical, research, evaluation, cultural, sports or recreational purposes, or to serve as a contact in case of an emergency within the place where services or employment are provided or received.



NEW YORK BEECKER CONSULTING, SA DE CV will use the aforementioned information to fulfill its corporate purpose or when required by competent authorities. In particular, said information is transferred to external professionals (individual or firms) whose confidentiality is protected in terms of the respective contractual clause.

If you wish to know the name of external professionals, you can inform this concern and its objective to the email datospersonales@beeckerco.com, indicating in the text your full name, your relationship with **NEW YORK BEECKER CONSULTING, SA DE CV** and the specific purpose, which must be evaluated in terms of the respective confidentiality clause.

ARCO RIGHTS:

You have the right to access your personal data that we have and the details of its treatment, as well as to rectify them in case of being inaccurate or incomplete; cancel them when you consider that they are not required for any of the purposes indicated in this privacy notice, are being used for purposes other than those stipulated in a contractual or service manner, or, oppose their treatment for specific purposes. For the exercise of any of the rights of Access, Rectification, Cancellation or Opposition (ARCO); that include revocation or denial of any consent you have given us for the processing of your personal data, so that we stop using them, you can submit the respective request in written form or via email datospersonales@beeckerco.com. Your request must be accompanied by the respective, clear and precise text of the data to access, rectify, cancel or revoke; your contact email and full name and signature of the owner. Within a maximum period of 15 business days, we will respond to your request and inform you about its origin through the email provided.

In your case, from the moment you are aware about this privacy notice, you have a period of 5 business days to express your refusal of the processing of your personal data for the secondary purposes that are not necessary, nor gave rise to the legal relationship. The mechanisms that have been implemented for the exercise of these rights are through the submission of the respective request.

It is important to note that not in every case we will be able to respond to your request or terminate its use immediately, since it is possible that due to some legal obligation, we required to continue treating your personal data.

TRACKING TECHNOLOGIES:

On our website we use cookies and web beacons or web bugs through which it is possible to monitor your visits as an Internet user, provide you with a better service and user experience when browsing our page, as well as offer you, through promotional banners, new services based on your browsing preferences. The personal data that we could obtain from these tracking technologies are the following: browsing time and time on our website, sections consulted. Our website has links to other external sites, of which the content and privacy policies are not the responsibility of **NEW YORK BEECKER CONSULTING, SA DE CV**. The personal data obtained through these technologies could be shared with Mexican or foreign third parties. These technologies can be disabled following the steps that your browser establishes in the help menu bar.

Use of Cookies. - The correct functioning of the **NEW YORK BEECKER CONSULTING, SA DE CV** sites require the enabling of "cookies" in your Internet browser. "Cookies" are small data files transferred by the website to your computer's hard drive when you browse the site. In most browsers, cookies are automatically accepted by default, you can adjust your browser

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preferences to accept or reject cookies. Disabling cookies may disable various functions of the **NEW YORK BEECKER CONSULTING, SA DE CV** websites or that they may not be displayed correctly. In case you prefer to delete cookies, you can delete the file at the end of each browser session.

Use of Web Beacons. - also known as Internet tags, pixel tags and clear GIF'S.- **NEW YORK BEECKER CONSULTING, SA DE CV** can use Web beacons on its websites and in its HTML formatted emails, alone or in combination with cookies, to collect information about the use of the websites and email interaction. The Web beacon is an electronic image, called a single pixel (1x1) or GIF that can recognize information that is processed on your computer, such as cookies, the time and date that the site and its sections are viewed.

Links in **NEW YORK BEECKER CONSULTING, SA DE CV** emails- The emails that include links that allow **NEW YORK BEECKER CONSULTING, SA DE CV** to know if you activated said link and visited the destination web page, this information may be included in your profile. The emails of **NEW YORK BEECKER CONSULTING, SA DE CV** may include links designed to direct you to the relevant sections of the Web sites, by redirecting it through the servers of **NEW YORK BEECKER CONSULTING, SA DE CV**. The redirection system allows us to determine the effectiveness of online marketing campaigns, to improve services, to verify the specialized services we offer.

Protection of minors, people in a state of interdiction or disability: **NEW YORK BEECKER CONSULTING, SA DE CV** encourages parents and / or guardians to take an active role in the online activities of their children or represented persons. In the event **that NEW YORK BEECKER CONSULTING, SA DE CV** considers that the personal data has been provided by a minor or by a person in a state of interdiction or disability, in violation of this Notice, **NEW YORK BEECKER CONSULTING, SA DE CV** will proceed to delete such personal data as soon as possible. If you realize that such personal data has been provided by a minor or by a person in a state of interdiction or disability, please send an email to the following email address: datospersonales@beeckerco.com.

LIMITATION OF THE SCOPE OF TREATMENT:

You can be listed in the *Registro Público para Evitar Publicidad* (REPEP), an agency of the *Procuraduría Federal del Consumidor* (PROFECO). For more information on this registry, you can go to the website www.profeco.gob.mx/, or else, contact that public body directly by calling 01 (800) 468 8722, PROFECO's citizen service, where they will indicate the closest module to your home. And in case of the *Padrón con el Registro Público de Usuarios que no deseen información publicitaria de productos y servicios financieros* (REUS), you should contact the *Comisión Nacional para la Protección y Defensa de los Usuarios de Servicios Financieros* (CONDUSEF), in its Web page <https://www.gob.mx/condusef/>.

IF THE HOLDER DOES NOT AGREE TO THE TREATMENTS UNDER THIS NOTICE, HE/SHE MUST MANIFEST IT, BY MEANS OF THE MECHANISMS SET HERE FORESEEN. AND IN THE CASE OF THE WEBSITE OF, NEW YORK BEECKER CONSULTING, SA DE CV HE/SHE MUST REFRAIN FROM USING IT.

PROTECTION MECHANISMS:

We have internal information handling controls and security measures, including encryption and authentication tools that keep your personal information safe. Your personal data is processed through secure network systems and can only be accessed by a limited number of people with special rights, who are required to keep such information confidential. All the information that you provide about your credit card is sent through SSL (Secure Socket Layer)

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technology and is encrypted to be able to access it only through the System already described.

CHANGES TO THE PRIVACY NOTICE:

This privacy notice may undergo modifications, changes or updates derived from new legal requirements; from our own needs for the products or services we offer; from our privacy practices or changes in our business model.

We reserve the right to make modifications or updates to this privacy notice at any time, in order to attend to legal developments, internal policies or new requirements for the provision or offering of our services. These modifications will be available to the public, through our website www.beeckerco.com in the Privacy Notice section.

GENERAL CONSENT

Having made this Privacy Notice available to the owner and not having expressed their opposition, it will be understood that the owner has tacitly consented to the Processing of their personal data.

If the Holder provided their data verbally, in written form, by electronic, optical means or by any other technology, or unequivocal signs, it will be understood that they have given their consent.

National Institute of Transparency Access to Information and Protection of Personal Data (INAI)

If deemed necessary, we inform you that you have the right to go to the *Instituto Nacional de Transparencia Acceso a la Información y Protección de Datos Personales* (INAI) to assert any disagreement related to the treatment of your personal data by **NEW YORK BEECKER CONSULTING, SA DE CV**

OTHER REGULATIONS. Laws, regulations and other regulations of other countries may impose different requirements for the protection of information in general and personal data that are collected via the internet or by any other means. **NEW YORK BEECKER CONSULTING, SA DE CV** is located in Mexico and all matters related to this Notice are governed by the Mexican laws.

If you are located in a country other than Mexico and you contact us, please take into consideration that any information that you provide us will be sent to Mexico, and by submitting your information you authorize this transfer and the acceptance of this Notice of Privacy.

This Privacy Notice complies with the requirements set forth, among others, in articles 15 and 16 of the *Ley Federal de Protección de Datos Personales en Posesión de los Particulares*.

