

VIVIENTE

PRIVACY NOTICE

GAO TAMLEI, S.A. DE C.V. (hereinafter GAO) with address at Gaspar De Villadiego #117, Col. Nueva Valladolid, Morelia, Michoacán. Postal Code 58190, in strict compliance with the provisions of the Federal Law on Protection of Personal Data Held by Private Parties and its Regulation (hereinafter the Legislation), informs you that it is responsible for the use, processing, and protection of the personal data you provide to us. It further informs you that it may collect, transfer, store, and generally process your personal data in accordance with the following:

COLLECTED DATA

The data we collect includes:

Identification data.

Information about the type of browser you use.

Information about the time and duration of your visit to our page.

Your IP address.

PURPOSES

- a) Identify you during your session on our website.
- b) Identify the exact location (geolocation) of users who use this page.
- c) Send you messages or advertising about our products or show you advertising or promotions of our products.
- d) Contact you in case you are a winner of any contest or promotion in which you participate with our brand.
- e) Marketing activities, such as service surveys, issuing comments, and invitations to events organized by GAO.

LIMITATION AND PROTECTION OF YOUR PERSONAL DATA

GAO processes personal data in accordance with the principles of legality, consent, information, quality, purpose, loyalty, proportionality, and responsibility as provided by the Legislation. To prevent unauthorized access and disclosure, maintain the accuracy of data, and ensure the correct use of information, GAO uses appropriate physical, technological, and administrative procedures to protect the collected information. Personal information and data considered sensitive according to the Legislation provided to us are stored in controlled databases with limited access.

EXERCISE OF ARCO RIGHTS AND RIGHT OF REVOCATION

GAO respects at all times the right of Access, Rectification, Cancellation, or Opposition (ARCO rights) as follows: Access personal data we hold, Rectify them if they are inaccurate or incomplete; Cancel them when they are unnecessary for the purposes that justified their obtaining, and Oppose their processing for specific purposes, as well as the revocation of your consent when you express it. To exercise any of the ARCO rights and the right of revocation, you must submit the request to the following email address: contact@vivientemezcal.com, where you will be provided with the corresponding form and requirements for exercising these ARCO rights and the right of revocation.



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TRANSFER OF PERSONAL DATA TO THIRD PARTIES

GAO will refrain from selling, renting, or leasing your personal data to a third party. It only shares personal, sensitive, and/or patrimonial information in the following cases:

- a) In compliance with obligations and requirements from local and federal authorities.
- b) With parent companies, subsidiaries, affiliates, or corporations related to GAO.
- c) With agencies hired by GAO for the administration of content on digital media, websites, and social networks.
- d) Participate in the promotion of GAO's services and products.

In accordance with the above, these individuals may not use the information provided by GAO in a manner other than that established in this notice. These data transfers will be made with all appropriate security measures, in accordance with the principles contained in the Legislation.

SECURITY BREACH

If GAO experiences any security breach at any stage of the personal data processing, it will immediately and publicly disclose it through digital media and the provided email to take appropriate measures to safeguard rights.

MODIFICATIONS TO THE PRIVACY NOTICE

GAO reserves the right to modify this Privacy Notice when deemed necessary, and it will be announced on our websites with reasonable notice before its implementation. By using and remaining on this website, I express my consent to the processing and transfer of my personal data in accordance with the provisions of this notice.

contact@vivientemezcal.com

