



UBM

## I. Identity and Address

### PRIVACY NOTICE

UBM Mexico Exposiciones, S.A.P.I. de C.V. (the "Responsible"), in compliance with the provisions of the Federal Law on the Protection of Personal Data in Possession of Individuals, its Regulations and the Guidelines for Privacy Notice (the "Law") makes available this privacy notice (the "Privacy Notice"), to publicize the terms and conditions for the processing of personal data that may be collected from time to time.

For the effects of the present Notice the Responsible indicates as domicile the one located in Punto Polanco, Piso 9, Lago Alberto 319, Granada, 11520, Miguel Hidalgo, CDMX.

## II. Personal Data, object of treatment and its Purpose.

The personal information to which the person in charge has access will be used to inform him/her of the commercial information of UBM México Exposiciones, among which the information related to MIREC stands out in an enunciative but not limitative manner, as well as that related to promotions, information on new products, changes to our products, requesting evaluation of the quality of the service, carrying out internal studies on consumer habits and any other promotional or question related to the products and/or services that form part of the commercial concept known as UBM México Exposiciones.

For the purposes set forth in the preceding paragraph, the manager may require the following personal information: company, full name, title, position, telephone, address, e-mail and cell phone number (the "Personal Data"). This listing is declarative but not limitative.

Means for access, rectification, cancellation and/or opposition to the processing of data.

If you have any questions or concerns about how the Controller treats Personal Data or if you wish to access, rectify, cancel or oppose the processing of Personal Data, please contact Miguel Guerrero (the "Manager"), for which you should send an email to [miguel.guerrero@ubm.com], call +52 (55) 41 22 29 00 or come on working days and from [9:00 am] to [5:00 pm] to the offices located in the aforementioned address, specifying your name, e-mail address, telephone number and your request, attaching sufficient documentation to identify you as the owner of the Personal Data. The Data Processor will acknowledge receipt of your request on the day it is received. The request will be analyzed in accordance with the Law and the corresponding response will be given no later than [ten] working days after the day on which the same has been received, to the e-mail address used to carry out the request.

Means of Modifying the Privacy Notice.

This Privacy Notice may be modified to implement improvements and/or new security measures. Any modification to the same will be published on the website [www.ubm.com](http://www.ubm.com). The revised Privacy Notice will take effect [seven] business days after publication.

#### V. Comprehensive Privacy Notice.

The comprehensive privacy notice is available at the home of the manager. You can also send an email to the Personal Data Manager [[miguel.guerrero@ubm.com](mailto:miguel.guerrero@ubm.com)], requesting the comprehensive privacy notice to be sent. The Personal Data Manager will acknowledge receipt and send the full privacy notice no later than the day following the date of receipt of the request to the email used to make the request.