

PRIVACY POLICIES – GRUPO HOTELERO 1800, S.A. DE C.V.

In accordance with the provisions of Articles 6, 8, 15 and 16 of the Federal Law on Protection of Personal Data Held by Private Parties (hereinafter, the “Law”), 15, 16, 19, 21, 23, 24, 26, 27, 30, 67, 68 and 90 of the Regulation of the Law and the Guidelines of the Privacy Notice of the Ministry of Economy, this Privacy Notice¹ is issued in accordance with the following:

GRUPO HOTELERO 1800, S.A. DE C.V., hereinafter “**Show Origenes**” is committed to transparency, security and privacy of Personal Data² of our customers and users. When collecting and processing³ your Personal Data, Show Origenes undertakes and obliges to observe and comply with the principles of legality, consent, quality, information, proportionality and responsibility provided for in the Law.

In accordance with the foregoing, this Privacy Notices applies to all information, including Sensitive Personal Data⁴ of our clients and users, as well as third parties with whom Show Origenes intends to initiate a contractual relationship, collected by Show Origenes for the sale and allocation of tickets for the Show Origenes show. For the aforementioned, and at the time of reading this Privacy Notice, you grant your consent to Show Origenes to collect, use and transfer your Personal Data for the purposes specified below.

In order to comply with the provisions of Article 16 of the Law, the following is stated:

• IDENTITY AND ADDRESS OF THE RESPONSIBLE

Show Origenes is a Mexican Company duly incorporated and legally existing in accordance with the laws of the United States of Mexico with address at Calle Argentina No. 3916, Desarrollo las Torres 91, Monterrey, Nuevo León, C.P. 64760, México. All communication may be directed to C. Jaime de la Pena Villareal of Show Origenes who is in charge of collecting Personal Data of any kind.

• PURPOSES OF THE PROCESSING OF PERSONAL DATA

Unless you provide otherwise in the legal exercise of your right of cancellation or opposition and through the mechanisms established in this Privacy Notices, the treatment of your Personal Data, including Sensitive Personal Data that Show Origenes reaches collect, it’s purpose is the identification, application to information technologies, operation, administration, marketing, commercialization and other similar and lawful purposes in accordance with the provisions of the Law, that serve and derive from the services contracted by you and other obligations that They originate from the legal relationship between you as the owner of Personal Data and Show Origenes.

• PERSONAL DATA SUBJECT TO TREATMENT

To carry out the purposes described in this Privacy Notice, we will use the following Personal Data: identification data, contact data, data on physical characteristics, labor data, academic data, immigration data, patrimonial and / or financial data.

In addition to the Personal Data mentioned above, for the purposes reported in this Privacy Notice we will use the following Sensitive Personal Data, which require special protection: data on ideology; religious, philosophical or moral beliefs; political opinions and / or union membership; health data, sex life data, ethnic or racial origin data.

• TRANSFER OF PERSONAL DATA

Show Origenes may transfer your Personal Data to the following persons and/ or entities, with the understanding that it must ensure that said persons and / or entities maintain strict confidentiality regarding the information provided:

1. The controlling companies, subsidiaries or affiliates of Show Origenes in Mexico or abroad.
2. Third party service providers for the fulfillment of legal accounting, regulatory or contractual obligations in charge of Show Origenes or any of its controlling companies, subsidiaries or affiliates in Mexico or aboard.

• SECURITY MEASURES

Show Origenes has the necessary security, administrative, technical and physical measures implemented in accordance with its security policies and procedures and the highest industry standards to ensure your Personal Data against improper or illegal use, unauthorized access, or against the loss, alteration, theft or modification of your Personal Data, its illegal disclosure being prohibited and its treatment limited in accordance with the provisions of this Privacy Notice and applicable legislation.

• MEANS TO EXERCISE YOUR ARCO RIGHTS

You, as the owner of the Personal Data, or where appropriate, your legal representative, can exercise before SHOW ORIGENES any of the ARCO rights (Access, Rectification, Cancellation and Opposition) contemplated in article 22 of the Law and that are explained to Next, with the understanding that each of these rights is independent of each other, that is, it is not necessary to exhaust one in order to exercise any of the other three:

Access. It is the power that you have to request Show Origenes to inform you if it has any of your Personal Data in its Databases⁵.

Rectification. It is the right you have to have your Personal Data in possession of Show Origenes corrected.

Cancellation. It is the power that you have to request the cancellation of your Personal Data held by Show Origenes.

Opposition. It is the power that you have to request Show Origenes to refrain from processing your Personal Data in certain situations.

Requests for the exercise of their ARCO rights must be submitted to Show Origenes through our email hola@hacienda1800.com, which has been designated as the means for processing requests and promoting the protection of Personal Data, in terms of Article 30 of the Law.

Your request must contain at least: (i) your name and address or means to receive communications; (ii) your identification or documents that prove your identity or, where appropriate, the personality of your legal representative; (iii) the clear and precise description of the Personal Data with respect to which it seeks to exercise any of the rights of access, rectification, cancellation or opposition, clearly and precisely indication the data on which the use and disclosure will be limited, as well as the scope of the referred limitation; and (iv) any other element or document that facilitates the location of your Personal Data.

You can revoke the treatment revoke the consent that, where appropriate, you have given us for the treatment of your Personal Data. However, it is important that you bear in mind that not in all cases we will be able to satisfy your request or terminate the use immediately, since it is possible that due to some legal obligation we will be required to continue treating your personal data. Likewise, you should consider that for certain purposes, the revocation of your consent will imply that we cannot continue to provide the service you requested, or the conclusion of your relationship with us.

• MODIFICATIONS TO THE PRIVACY NOTICE

This Privacy Notice may undergo modifications, changes or updates derived from new legal requirements; of our own needs for the products or services we offer; of our privacy practices; Changes in our business model, or other causes. Any modification to this Privacy Notices will be informed through our current website and will take effect at the time of its publication.

NAME AND SIGNATURE OF THE HOLDER

¹ The Law defines the Privacy Notices as the physical, electronic document or in any other format generated by the person in charge that is made available to the owner, prior to the processing of their Personal Data.

² The Law defines Personal Data as any information concerning an identified or identifiable natural person.

³ The processing of Personal Data refers to any operation carried out with your Personal Data, from its obtaining, use, disclosure, storage and until its cancellation and deletion.

⁴ The Law defines Sensitive Personal Data as those Personal Data that affect the most intimate sphere of its owner, or whose misuse may give rise to discrimination or entail a serious risk for it.

⁵ Database is the ordered set of Personal Data.