

## **PRIVACY POLICY**

It is our duty to provide Users with an unforgettable experience, part of our commitment it to have security measures for the personal data they give us. We are constantly developing mechanisms to improve the security for the data provided. We have all the corresponding tools and procedures to ensure maximum security and privacy when making any transaction through our online platform.

### **RESPONSIBLE PARTY'S INFORMATION**

For RUTOPÍA TURISMO BIOCULTURAL, SOCIEDAD POR ACCIONES SIMPLIFICADA DE CAPITAL VARIABLE (which for the purposes of this contract and hereafter referred to as "RUTOPÍA"), is of paramount importance the safety and service quality to its customers. It secures the personal data that are provided through the domains and sub-dominos <https://www.rutopia.com> (hereinafter the "WEBSITE"), which it is the administrator of. It aims to offer the best experience. Therefore, in strict compliance with the provisions of articles 8, 15, 16, 33, 36 and other relative articles of the Federal Law for the Protection of Personal Data in Possession of Individuals (Ley Federal de Protección de Datos Personales en Posesión de los Particulares, "LFPDPPP"), we inform you that we are responsible for the use and protection of personal data you provide us. We have implemented the necessary security measures to keep at all times your personal information protected and secure from any attempt of violation.

In addition, we inform you that our address is located at Av. Francisco Sosa number 29, Colonia Del Carmen, Alcaldía Coyoacán, Ciudad de México, Código Postal 04000.

### **INTENT OF THE PRIVACY POLICY**

This Privacy Policy is made available to you with the intention that you, who in accordance with the LFPDPPP is the "data subject" of the personal data provided, hereby become aware of the treatment that will be given to them. We aim to provide

you with the necessary information for the exercise of your rights of access, rectification, cancellation and opposition, hereinafter **ARCO rights**, which are described below:

- I. The Right holder has the right to access their personal data held by RUTOPÍA, except as provided by law.
- II. The Right holder has the right to rectify their personal data when they are inaccurate or incomplete.
- III. Right at any time to cancel their personal data. RUTOPÍA may deny the cancellation of data under the terms established by law.
- IV. Right at all times and for legitimate reason to oppose the processing.

It is important to inform you that the purpose of the LFPDPPP is the protection of your personal data in the possession of individuals. The purpose is to regulate its legitimate, controlled and informed treatment, in order to guarantee privacy and the right to informative self-determination of natural persons.

In compliance with article 16 of the aforementioned body of law, you are hereby notified: (i) the forms of obtaining the information; (ii) the information we collect from you; (iii) the reason and manner of use thereof; (iv) possible transfers to third parties; (v) the purposes of the data processing; (vi) your ARCO rights, as well as the revocation of your consent, which you may assert before RUTOPÍA with the objective that you have full control and decision over the personal data provided.

This Privacy Policy is applicable to the Right holders of Personal Data obtained directly, indirectly or personally by RUTOPÍA through contracts, letters, requests for information, as well as the various forms contained in the WEBSITE or any other means specified for such purposes, which make reference to this Privacy Policy.

## **WAYS OF OBTAINING YOUR INFORMATION**

RUTOPÍA obtains, stores and treats your personal information by virtue of the current or future legal relationship that exists with you, as well as the registrations and forms made through the WEBSITE.

Likewise, RUTOPÍA may obtain your data personally when you physically deliver them to any of our employees and/or authorized persons, directly or indirectly, and that you or your legal representative send through the technological means or correspondence designated for this purpose, as well as through the WEBSITE and indirectly through public databases or third parties that provide them to us for purposes of compliance with the legal relationship you have with RUTOPÍA.

## **INFORMATION WE COLLECT**

The personal data that THE ADMINISTRATOR obtains directly, indirectly and/or personally from its Users, customers, suppliers and/or any person related to its services are:

- Identity Data: full name, email, phone number, cell phone, age, sex, food preferences.
- Opinions related to the quality of service provided by RUTOPÍA and its suppliers.

## **SENSITIVE DATA**

In accordance with LFPDPPP the company called RUTOPÍA does not request, collect and/or store sensitive personal data obtained through the forms contained in the WEBSITE. RUTOPÍA does not collect data consisting of personal data that affect the most intimate sphere of its data subject, or whose improper use may give rise to discrimination or involves a serious risk for it. In particular, those that may reveal aspects such as racial or ethnic origin, present and future health status, genetic information, religious beliefs, philosophical and moral, union membership, political opinions and/or sexual preference.

## **PROTECTION**

RUTOPÍA has implemented technological and non-technological authentication measures, where applicable, to obtain the express consent of the data subject of the personal data.

The security and confidentiality of the data provided by Users is protected by a secure server under the Secure Socket Layer (SSL) protocol, so that the data will be encrypted prior transmission to ensure their safety.

To verify that you are in a protected environment, make sure that an S appears in the navigation bar. Example: http S: //.

However, in spite of having more secure tools every day, the protection of data sent over the Internet cannot be guaranteed 100%; therefore, once received, everything possible will be done to safeguard the information.

To ensure that personal data are processed in accordance with the provisions of the LFPDPPP, RUTOPÍA complies with the following principles:

- I. You will be informed of the purposes for which your personal data will be processed, collecting only the data necessary for the fulfilment of these purposes, and no use will be given to them other than that established in this Privacy Policy;
- II. An appropriate maintenance will be made so that your personal data are correct and updated, in case it is necessary to keep your data will be in accordance with the provisions of the applicable law; and
- III: Security measures have been implemented to guarantee the protection of your personal data.

## **HOW WE USE YOUR PERSONAL INFORMATION**

RUTOPÍA treats your personal information for the following purposes:

- I. For the beginning, performance, maintenance, negotiation and termination of the legal relationship between RUTOPÍA and you;
- II. For the operation, returns, invoicing, administration, provision, expansion and improvement of our services; likewise, it is not omitted to indicate that collection data are collected by third parties;

- III. For the delivery of notifications, requirements, letters or newsletters or attention to your requests related to the services we provide, inside and outside the WEBSITE;
- IV. To comply with the contractual relationship arising from the use of the services of the WEBSITE in accordance with the Terms of Service published at: <https://rutopía.com/wp-content/uploads/2019/12/TERMSOFSERVICERUTOPIA.pdf> ;
- V. For the transfer of your information in the applicable cases in accordance with the section entitled "WITH WHOM WE MAY SHARE YOUR INFORMATION" of this Policy;
- VI. For claim or complaint before different authorities of illicit acts or facts;
- VII. For sending of publicity and new projects that are published through e-mail, marketing, physical and telephone publicity in a personalized way or commercial prospection, by means of us or entrusted to duly authorized third parties;
- VIII. To comply with the exercise of your ARCO rights;
- IX. For the fulfilment of the contractual relations with RUTOPÍA, in which only and exclusively they will be able to be treated for the fulfilment of the ends object of this relation, in the form and terms established in the present section of use of your personal information; and
- X. For statistical purposes related to the tourism sector and/or any other related area, whether for publication and/or internal control.

### **WITH WHOM WE MAY SHARE YOUR INFORMATION**

RUTOPÍA, for the correct provision of its services, may disclose and/or transfer to national or foreign third parties, partially or totally, your personal information, for the fulfilment of any or some of the purposes indicated in this Privacy Policy, in the following cases:

- I. To persons affiliated and/or related to RUTOPÍA for purposes of verification, review and certification in fiscal and administrative matters;

- II. To the Tax Administration Service and companies that provide electronic invoicing services, by virtue of the processes of issuing and sending Digital Tax Vouchers over the Internet;
- III. To individuals and/or companies that have the quality of experience providers that you hire through the website that RUTOPÍA administers, for effective compliance with the provision of their services in accordance with the Terms of Service published in <https://rutopía.com/wp-content/uploads/2019/05/TE%CC%81RMINOS-Y-CONDICIONES.pdf>;
- IV. To third parties to protect and defend your interests and rights, RUTOPÍA's and/or other third parties' interests and rights;
- V. To third parties to protect your safety and/or interests, your staff's and/or affiliates', your customers' and suppliers' or the public's safety and/or interests;
- VI. To different authorities for the fulfilment of requirements or for their inclusion in any type of legislation or regulations;
- VII. To send notifications of offers, announcements and/or promotional messages; communications for marketing purposes, advertising and/or telemarketing about new or existing products and/or services; to carry out statistical surveys; market studies on consumer habits, interests and behavior; to carry out benefit and incentive programs; to participate in social networks, chats and/or discussion forums; to participate in events, trivia, contests, raffles, lot and/or toss-ups; to evaluate the quality of services; and in general for any activity aimed at promoting, improving and evaluating our services and/or products;
- VIII. RUTOPÍA may transfer the personal data contained in its databases to any of its affiliated companies and/or subsidiaries and even to third parties or foreigners, unless the data subjects respectively expressly express their opposition, in terms of the provisions of the LFPDPPP; and
- IX. To governmental institutions related to the tourism sector, for statistical purposes.

## **USE OF TOOLS FOR AUTOMATIC DATA COLLECTION**

Cookies are text files that are automatically downloaded and stored on the hard drive of the User's computer when browsing a specific Internet page. They allow the

Internet server to remember some information about this User, including their preferences for viewing the pages on that server, name and password.

On the other hand, the Web beacons are images inserted in an Internet page or e-mail. They can be used to monitor the behavior of a visitor, such as storing information about the IP address of the User, duration of interaction time on that page and the type of browser used, among others.

We inform you that we use cookies and web beacons to obtain personal information from you, such as the following:

The type of browser and operating system you use; The Internet pages you visit before and after entering the WEBSITE; The links you follow and stay on our site; Your IP address; Place from which you visit us; and Navigation statistics.

These cookies and other technologies may be disabled. You can search for information about known browsers and find out how to adjust cookie preferences on the following websites:

Microsoft Internet Explorer:

<http://www.microsoft.com/info/cookies.html>

Chrome:

<https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DDesktop&hl=es-419>

Firefox:

[http://www.mozilla.org/projects/security/pki/psm/help\\_21/using\\_priv\\_help.html](http://www.mozilla.org/projects/security/pki/psm/help_21/using_priv_help.html)

In the case of cookies, the "help" button located on the toolbar of most browsers will tell you how to prevent accepting new cookies, how to have your browser notify you when you receive a new cookie, or how to disable all cookies.

**CHILDREN'S PRIVACY**

THE ADMINISTRATOR collects information from minors and/or incapacitated, only when it is stated that parents and guardians carry out activities related to the services contained in the WEBSITE.

### **LIMITATION OF USE AND DISCLOSURE OF INFORMATION**

In our e-mail notification program, only RUTOPIA has access to the information collected. This type of advertising is carried out by means of announcements and promotional e-mail messages and in the mobile application, which will only be sent to you and to those contacts registered for this purpose. This indication may be modified at any time by sending an e-mail requesting it to the e-mail address [contacto@rutopia.com](mailto:contacto@rutopia.com), or requesting it directly in our offices, where your request will be attended to. Emails sent may occasionally include receiving offers from third parties who are our business partners.

### **LIABILITY EXCLUSION**

Our WEBSITE may contain links, hyperlinks and/or hypertext "links", banners, buttons and/or Internet search tools that when used by Users transport you to other portals or Internet sites that may be owned by third parties. RUTOPIA does not control such sites nor is responsible for the Privacy Policy that hold, personal data that Users come to provide through these portals or Internet sites other than the WEBSITE, which should be verified in the Privacy Policy on each site you access.

We can also provide social media functions on our website that allow you to share the information on the WEBSITE on your social networks and interact. The use of these functions may involve gathering or sharing information about you, which will depend on each specific function. We recommend that you review the settings and privacy policies of the social media sites with which you interact to ensure that you understand the information that may be shared on those sites.

### **EXERCISE OF ARCO RIGHTS**

RUTOPIA ensures at all times compliance with the principles of protection of personal data. For this reason, you, as the data subject of the personal data, or your



duly accredited legal representative, may limit the use or disclosure of your personal data, as well as revoke your consent.

In the same way you can exercise your rights of access, rectification, cancellation or opposition that the Law foresees by means of a request sent to the e-mail [contacto@rutopía.com](mailto:contacto@rutopía.com) or directly in our offices, where your request will be attended to and/or any doubt will be resolved with respect to the content of this Privacy Policy.

To facilitate your request, we provide you with a sample text to exercise your ARCO rights:

(Place and date)

Personal Data Department

**REFERENCE:** Request for the exercise of Rights in the matter of Personal Data.

To whom it corresponds,

I hereby apply: (brief, clear and precise description of the personal data regarding which you intend to exercise a right, as well as the right you wish to exercise), provided in the domain \_\_\_\_ (place the page in which the aforementioned data were provided) for which I identify myself with \_\_\_\_\_ (indicate and attach a simple copy of the document with which you identify yourself). All this in accordance with the privacy notice of your company.

Yours sincerely,

Name - if applicable and signature of the data subject or his/her legal representative - (In this case, the corresponding identification document or the document proving the representative's faculties may be requested).

The time for dealing with a request for the exercise of ARCO rights is 20 working days.

## **AUTHORITY**

If the User considers that his rights with regard to the protection of personal data have been violated, he has the right to appeal to the corresponding authority to defend his exercise. The authority is the Instituto Nacional de Transparencia, Acceso a la Información y Protección de Datos Personales (INAI). Its website is: [www.inai.org.mx](http://www.inai.org.mx) .

## **UPDATES AND/OR MODIFICATIONS**

Any modification or update to this Privacy Policy will be published on the WEBSITE at least 15 calendar days in advance or when the applicable legislation so indicates, so that if deemed necessary, you express your opposition to the new treatment that would be given to your personal data.

## **ACCEPTANCE OF TERMS**

This statement is subject exclusively to the terms and conditions of the WEBSITE administered by RUTOPÍA, which constitutes a legal agreement between the User and RUTOPÍA. If the User uses the services on any of RUTOPÍA's sites, it means that he has read, understood and agreed to the terms set forth above.

You agree to have read this Privacy Policy and do not object to your personal data being processed or transferred, it will be understood that you have given your consent to do so, if the User uses our services, means that you have read, understood and agreed to the terms set out above.

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