

GRUPOHABITA

SIMPLIFIED PRIVACY NOTICE CUSTOMERS, GUESTS AND PROSPECTS

This privacy notice governs the processing of personal data by Grupo Hotelero Habita, S.A. de C.V., Habita Zicatela, S.A. de C.V., La Ejecutora del Pacífico S.A. de C.V., Operadora de Hoteles Oaxaca Punta Altares, S.A. de C.V., Hoteles de Concepto, S.A. de C.V., Otroax, S. de R.L., Operación Hotelera Escondido, S.A. de C.V., Agrícola Lomas de Arena, S.A. de C.V., Turismo Costa Esmeralda, S.A. de C.V., as appropriate, commercially known as “GRUPO HABITA”, to which we will refer hereinafter under this denomination, located at Lago Iseo 77, Anahuac I Section, Miguel Hidalgo, Mexico City, C.P. 11320, in their capacity as Responsible, who will treat the personal data that concerns you as the owner of your personal data, in order to protect your privacy and your right to informational self-determination, as provided by the Federal Law on Protection of Personal Data in Possession of Individuals (aka “LFPDPPP”), its Regulations and the Privacy Notice Guidelines issued by the Secretariat of Anticorruption and Good Governance (“the Ordinances”).

At GRUPO HABITA we treat your personal data in order to carry out the activities and efforts focused on complying with the obligations originated and derived from any commercial and / or legal relationship that we establish with you and that we consider necessary purposes, which include:

- i) Provide the services and products requested by GRUPO HABITA, including lodging, food and beverage services (restaurant and bar), room service, massages, spa, tours, private rooms, events, 24-hour internet and security boxes;
- ii) Confirm your identity and / or that of your legal representative;
- iii) Establish contact with the customers, guests and prospects;
- iv) Allow access to our facilities
- v) Understand and attend your needs;
- vi) Verify the information you provide us;
- vii) Prepare quotes about our products and services;
- viii) Send you the requested products;
- ix) Enforce the guarantees on our products and / or services;
- x) Comply with the applicable legal requirements;
- xi) Prepare and send invoices;
- xii) Video record our facilities for security purposes;
- xiii) Manage collection
- xiv) Allow the management, administration and security of your personal data, and
- xv) Maintain physical, electronic and procedural safeguards of your personal data in terms of applicable legislation and regulations.

Additionally, we will treat your personal data for other voluntary purposes, which do not originate or are necessary for the legal and / or commercial relationship that we establish with you, which include:

- i) To provide information about the organization of events;
- ii) To participate in our loyalty programs, including "Habita Fidelity Program" and extend its benefits;
- iii) Send you newsletters, promotions and special offers, as well as other marketing communications and commercial prospection about our services or products; to conduct surveys, draws and contests. We can provide these communications online, by email, by phone, through a mobile device or text message (including SMS and MMS) and by mail;
- iv) We may add your personal information to data from third parties for analysis, statistics and revision of consumption patterns purposes
- v) Integrate and maintain a database of clients and guests updated;
- vi) Provide services through our Website, and
- vii) Process your comments, suggestions, complaints and clarifications.

You can exercise your rights of access, rectification, cancellation and opposition to the processing of your data, as well as limit its use and disclosure, or revoke your consent, through the means that our Privacy Officer makes available to you in the privacy notice integral available on our website: <https://www.grupohabita.mx/privacidad/>, where we will publish the changes made together with the date of the last update.

For the purpose of giving your express consent for the processing of data described in this Privacy Notice, we ask you to sign this document and deliver it to our Privacy Officer, or type the accept button in the leading section of the window of dialogue of our website.

I hereby give my express consent to obtain, process, transfer and use the personal data described in this Privacy Notice.

Mechanism in printed format:

Name: (Complete)

Signature: (Sign)

Date: (Complete)

Online mechanism:

- ☐ I do not consent to my personal data being transferred in the terms indicated in this privacy notice.
- ☐ I expressly accept the terms and conditions of this privacy notice:

I agree

(Type here)