

PRIVACY NOTICE

Last Updated: June 2, 2026

WHAT OOH AD SOLUTIONS LLC (“we,” “us,” “our,” or the “Company”), with its principal address at 2450 Chandler Ave, Suite #14, Las Vegas, NV 89120, United States of America, recognizes the importance of protecting the privacy and personal information of its clients, vendors, users, business partners, and other individuals with whom it interacts.

In compliance with applicable personal data protection and privacy laws, the Company hereby informs data subjects of the manner in which it collects, uses, stores, shares, transfers and, where applicable, deletes their personal information, as well as the rights and choices available to them in connection with such processing.

By using our services, interacting with our digital channels, or providing us with personal information through any means, you acknowledge that you have read and understood this Privacy Notice and agree to the practices described herein, to the extent permitted by applicable law.

This Privacy Notice applies to individuals located in Mexico, the United States of America, and any other jurisdictions in which the Company provides its services. Personal information shall be processed in accordance with the laws applicable based on the location of the data subject, the nature of the legal or business relationship, and the processing activities carried out by the Company.

Where any specific provision of this Privacy Notice applies exclusively to residents of a particular jurisdiction, such applicability will be expressly stated in the corresponding section.

1. Information We Collect

We may collect the following categories of personal information, whether provided directly by you, generated in the course of our business relationship, or collected through our website and other communication channels:

- **Identification and Contact Information:** Name, email address, telephone number, company name, job title, and any other information necessary to establish or maintain communications with you.
- **Commercial and Marketing Information:** Interests, preferences, history of interactions with our content and communications, event participation, subscriptions, email open rates, and click-through data.
- **Technical and Browsing Information:** IP address, browser type and settings, operating system, device identifiers, approximate location, date and time of access, pages visited, and usage patterns relating to our websites and platforms.
- **Cookies and Tracking Technologies:** Information collected through cookies, pixels, tags, web beacons, and similar technologies used to analyze traffic, measure campaign performance, personalize content, and improve the user experience.

2. How We Use Your Information

Primary Purposes

We use personal information for the following primary purposes:

- To identify you and communicate with you regarding our services.
- To respond to requests for information, inquiries, or other requests.
- To prepare and present commercial proposals.
- To formalize, administer, and manage contractual relationships.
- To issue invoices and process payments related to our services.
- To coordinate, provide, and oversee contracted services.
- To comply with applicable legal, tax, regulatory, and contractual obligations.

Secondary Purposes

In addition, we may use your personal information to:

- Provide you with information regarding our services, promotions, events, news, and other commercial communications related to our activities.
- Personalize the content, communications, and materials presented to you based on your interests.
- Send newsletters, event invitations, and marketing communications.
- Conduct satisfaction surveys and obtain feedback regarding our services.
- Conduct marketing, business development, and market research activities.
- Generate statistics, reports, and internal analyses to improve our services and commercial strategies.
- Analyze website traffic and the performance of advertising campaigns and marketing initiatives.

Opt-Out Notice: You may opt out of receiving promotional communications at any time by using the unsubscribe link included in our emails or by contacting us through the methods specified in this Privacy Notice.

Objection to Secondary Purposes. You may request at any time that your personal information no longer be used for the secondary purposes described in this Privacy Notice. Exercising this right will not affect the provision of contracted services or any existing legal relationship with the Company.

3. Use of Materials, Trademarks, and Intellectual Property Rights

As part of the promotion of our services, business experience, and technical capabilities, we may include references to previously completed projects, campaigns, case studies, and other work in our website, commercial presentations, portfolios, social media accounts, proposals, promotional materials, and other corporate communications.

Such materials may contain trademarks, logos, trade names, commercial notices, images, designs, copyrighted works, and other elements protected by intellectual or industrial property rights belonging to third parties. All such elements remain the exclusive property of their respective owners and are used solely for informational, illustrative, reference, portfolio, and professional promotional purposes. Such use shall not be construed as a transfer, assignment, license, independent commercial exploitation, acknowledgment of ownership, or appropriation of any rights therein.

The inclusion of such materials shall not, by itself, imply any affiliation, sponsorship, association, recommendation, or endorsement by their respective owners, unless expressly authorized.

Personal Information Contained in Client Materials: Where materials used by the Company contain identifiable personal information, such information shall be processed in accordance with applicable law and on the basis of authorizations obtained from the relevant data subject, the client that provided such materials, or any other applicable lawful basis.

Removal Requests: Any owner of intellectual property, industrial property, or personal data rights who believes that any material has been improperly used may request its review, restriction, or removal by contacting the Company through the methods specified in this Privacy Notice. Any such request will be reviewed and addressed in a reasonable manner, taking into consideration the rights of the requesting party and the Company's applicable legal obligations.

4. Transfer and Sharing of Personal Information

We do not sell personal information to third parties in exchange for monetary consideration. Notwithstanding the foregoing, we may share or transfer your personal information, within or outside your country of residence, in the following circumstances:

- **Service Providers:** With service providers that support our business operations, including technology service providers, customer relationship management (CRM) platforms, cloud storage providers, analytics providers, digital advertising providers, payment processors, and other related service providers.
- **Affiliates and Related Entities:** With affiliated companies, subsidiaries, parent companies, or other entities within the same corporate group, where necessary for the provision of services, internal administrative purposes, or management of the business relationship.
- **Business Partners and Strategic Vendors:** With business partners or strategic vendors participating jointly in projects, campaigns, or commercial activities, provided that such transfer is necessary for the performance of contracted services or otherwise permitted under applicable legal and regulatory requirements.
- **Professional Advisors:** With professional advisors, auditors, consultants, or legal representatives, where necessary for business operations, the protection of our rights, or compliance with legal obligations.
- **Governmental and Regulatory Authorities:** With competent administrative, judicial, regulatory, or governmental authorities where required by law, pursuant to a valid request, or in response to a lawful order.

Any transfer of personal information will be made solely for the purposes described in this Privacy Notice and will be subject to reasonable security, confidentiality, and data protection safeguards. We will also contractually require third-party recipients to process personal information in accordance with applicable law and solely for authorized purposes.

4.1 International Data Transfers

Due to the international nature of our operations, personal information may be stored or processed in the United States, Mexico, or other countries in which our authorized service providers operate. The Company will implement reasonable administrative, technical, and contractual safeguards designed to ensure that personal information receives an adequate level of protection consistent with applicable law.

5. Exercise of ARCO Rights and Other Applicable Privacy Rights

Data subjects located in Mexico may exercise their rights of **Access, Rectification, Cancellation, and Objection (ARCO Rights)**, as well as request the withdrawal of consent previously granted for the processing of their personal information, in accordance with the Mexican Federal Law on the Protection of Personal Data Held by Private Parties (*Ley Federal de Protección de Datos Personales en Posesión de los Particulares*) and other applicable provisions.

Any such request must include, at a minimum:

- **The name of the data subject.**
- **A means by which the Company may communicate its response.**
- **Documents establishing the data subject's identity or, where applicable, the authority of his or her legal representative.**
- **A clear and precise description of the personal information with respect to which the data subject seeks to exercise a right.**
- **Any information or documentation that may facilitate the identification and location of the relevant personal information.**

Data subjects may exercise the following rights:

- **Right of Access:** The right to know what personal information we process and obtain information regarding its use and, where applicable, request a copy thereof.
- **Right of Rectification:** The right to request the correction or updating of personal information that is inaccurate, incorrect, or incomplete.
- **Right of Cancellation:** The right to request the cessation of processing and, where appropriate under applicable law, the deletion or erasure of personal information.
- **Right to Object:** The right to object to the processing of personal information for specific purposes where legitimate grounds exist.
- **Right to Restriction:** The right to request the restriction of the use or disclosure of certain personal information where permitted under applicable law.

Residents of certain states within the United States may have additional rights with respect to their personal information, including rights to access, correct, or delete personal information, restrict processing, or object to certain uses or disclosures of personal information. The Company will process such requests in accordance with the laws applicable in the relevant jurisdiction.

The Company will respond to requests within the timeframes and in accordance with the procedures established under applicable law. The exercise of these rights may, however, be subject to statutory exceptions or the need to retain certain information in order to comply with legal, regulatory, or contractual obligations.

6. Cookies and Tracking Technologies

We use cookies and similar technologies to enhance the user experience, analyze website traffic, and provide personalized advertising. You may manage your cookie preferences through your browser settings or through our cookie banner, where applicable.

7. Data Retention

We retain the categories of personal information identified in this Privacy Notice only for the duration of the applicable business relationship and thereafter for such periods as may be required under applicable tax, commercial, contractual, or regulatory laws, or as reasonably necessary to address or defend against potential legal claims.

8. Information Security

We implement reasonable administrative, technical, and organizational safeguards designed to protect personal information against damage, loss, alteration, destruction, unauthorized access, unauthorized disclosure, or unauthorized use. Nevertheless, we recommend that users exercise appropriate caution when sharing information online.

9. Changes to This Privacy Notice

The Company may amend or update this Privacy Notice at any time to reflect changes in its personal information processing practices, services, internal processes, or applicable law. Any amendments will be made available through such means as the Company deems appropriate, including through its website, and the date of the most recent update will be indicated at the beginning of this document.

Where required by applicable law, material changes will be communicated through reasonable and appropriate means.

10. Contact and Privacy Requests

If you have any questions, comments, or requests concerning this Privacy Notice, the processing of your personal information, or the exercise of your privacy rights, you may contact us using the following information:

WHAT OOH AD SOLUTIONS LLC

2450 Chandler Ave, Suite #14
Las Vegas, NV 89120
United States of America

Email: mucho@mucho-media.com

Telephone: +1 (858) 531-5722