

Full Privacy Notice

BBEVENT, SA de CV

BBEVENT, SA de CV, (hereinafter " BBEVENT"), whose address to hear and receive notifications is Carretera federal 307 Manzana 309 Lote 9, local 6 letra "B" Edificio Terramar, de Playa del Carmen Municipio de Solidaridad, Quintana Roo, 77712, Mexico. In compliance with the Federal Law for the Protection of Personal Data in Possession of Individuals ("the Law"), makes this Privacy Notice available to you, in order to inform you how your personal data and any information that is collected through our website shall be used, disclosed and stored, to guarantee the privacy of such information and the right to the self-determination of personal information.

PURPOSES AND USE OF INFORMATION

BBEVENT will use your information for the following main purposes:

- i To identify you and to contact you;
- ii To register you as a client or prospect, and to maintain your information in our systems; and
- iii To provide you with any services contracted by you from BBEVENT, and to fulfill its obligations with you.

In addition, your personal information will be used for the following secondary purposes:

- i To promote our services, to contact you and to conduct events for marketing and advertising purposes;
- ii To notify you of any changes to the general terms and conditions of any contract, as well as for audit purposes;
- iii To measure customer satisfaction with the services; and
- iv To register the customers in the systems of BBEVENT to provide follow-up to any needs related to the services.

BBEVENT collects, uses, stores and/or transfers your personal data, to the extent permitted by law, to: sell, promote and advertise the services offered by BBEVENT ("the" Services "), and to send you BBEVENT communications.

If the Owner does not want their personal data to be used for the aforementioned secondary purposes, or for any of them, consent may be refused by sending us the request via email to datospersonales@soundtulum.com

In the event that the Owner expresses his refusal in this regard, that shall not be grounds for BBEVENT to stop providing the Services contracted with BBEVENT. In addition, we inform you that you have 5 (five) business days to notify your refusal.

TYPE OF INFORMATION COLLECTED

BBEVENT will collect your data when you enter the website and create an account, at the time you decide to hire any of the services provided by BBEVENT. The data collected may include: name, address, telephone number and email address.

PROTECTION OF YOUR INFORMATION

Any information collected at the BBEVENT portal is protected with physical, technological and administrative security measures, to safeguard the information of the user at all times However, BBEVENT

cannot guarantee security in the event of any problems with the connections or devices of the User, so even though it has adequate security infrastructure in place, there is a possibility that breaches that are not related to BBEVENT may occur, for which the User assumes the risk.

The User is solely responsible for keeping the password and account information assigned by BBEVENT to him as secret.

Only BBEVENT authorized personnel, who has complied with and observed confidentiality requirements, may participate in the processing of personal data. Authorized personnel is prohibited from allowing unauthorized persons to access and use their personal data for purposes other than those established in this Privacy Notice.

CONFIDENTIAL INFORMATION

BBEVENT agrees not to share the confidential information provided by the User with any third party, except with authorization from the User.

Despite having the policy of not disclosing any information provided by the User, BBEVENT reserves the right to disclose the information in the following cases:

- i When ordered by a court;
- ii When proceeding against anyone who makes a malicious use of the information of the website.

Therefore, the User agrees and understands that this Privacy Notice shall not apply to any information voluntarily provided by the User when communicating with other persons through email, chats, or in similar activities. The User is responsible for the type of information disclosed when participating in the aforementioned activities.

BBEVENT is not responsible for any data provided by the users to third parties that may include promotions or links to any proprietary records.

TRANSFER OF PERSONAL DATA

BBEVENT informs you that your personal data may be transferred, when any provides that information must be transferred to any Authorities if:

- i the transfer is necessary or legally required to safeguard public interests, or for the administration of justice;
- ii It involves the recognition, exercise or defense of a right in a judicial proceeding; and
- iii Subsidiaries or affiliates of BBEVENT, which have the same processes and internal regulations.

Personal data may only be transferred to third parties other than those mentioned above: (i) With express consent; (ii) When mandated by a ruling or order from a judicial or administrative authority; and (iii) For personal information, when under any law, it is considered as public information.

BBEVENT may transfer your personal data to third parties that have a business or contractual relationship with BBEVENT; provided that it is necessary to fulfill the purposes described in this Privacy Notice.

Therefore, BBEVENT may transfer your personal data to the following entities:

- i Any affiliates and subsidiaries of BBEVENT;
- ii Third party service providers to fulfill any legal obligations acquired by BBEVENT;
- iii Business partners with which BBEVENT has entered into agreements or contracts to develop new services;
- iv Third parties requesting references of former BBEVENT employees;
- v Third parties emerging from a corporate restructuring, merger, consolidation, sale, liquidation or transfer of assets; and
- vi Other transfers provided for in the aforementioned Law and its Regulations.

Any third parties and entities that receive personal data assume the same obligations and/or responsibilities as BBEVENT under this Privacy Notice.

BBEVENT will ensure that said third parties maintain adequate administrative, technical and physical security measures to safeguard the Personal Data, and that said third parties shall use the Personal Data solely and exclusively for the purposes they were hired for and in accordance with this Privacy Notice and the Law.

ARCO RIGHTS

Means available to the User to exercise the right to access, correct, cancel and/or oppose the use the data, as provided for in the Law. They user may do so by contacting the Head of Data Protection with BBEVENT.

- **Access and Correction.** The Owner may ask BBEVENT to let him know which personal data BBEVENT keeps in its databases, and the Owner may ask for any mistake to be corrected.
- **Cancellation.** The Owner may request the cancellation of any personal data, which he may do personally, or through his duly accredited legal representative. The law provides cases in which personal data cannot be canceled.
- **Opposition.** The Owner may oppose the use of the personal data, which he may do in person or through his legal representative.

The Owner may, at any time, **revoke** the consent granted to BBEVENT for the processing of the personal data, limit the use or disclosure thereof, and exercise the ARCO Rights under the Law, by sending the request to: BBEVENT datospersonales@soundtulum.com

Likewise, the Owner may also exercise said Rights by sending a written request with his full name, telephone, address or email to receive notifications and a simple copy of their official identification to the following address: Carretera federal 307 Manzana 309 Lote 9, local 6 letra "B" Edificio Terramar, de Playa del Carmen Municipio de Solidaridad, Quintana Roo, 77712, Mexico. This request must be addressed to Responsable de la Protección de Datos.

Under Article 29 of the Law, BBEVENT will respond to your request within 20 (twenty) business days from the date of receipt of your request to access, correct, cancel or oppose the use of the data. You will be informed whether your request is admitted in an email addressed to you, sent to the email address indicated by you in the request or by sending a letter to the physical address indicated by you. We will inform you whether the request is admitted within this period. BBEVENT will be deemed to have complied with the requirement at the time of delivering the letter to the postal service, or on the date it responds to your email.

LIMITATION ON THE USE OR DISCLOSURE OF PERSONAL DATA

Likewise, the Owner of the Personal Data may limit the use or disclosure of the personal data as follows:

i By registering with the Public Registry to avoid Advertising of the Federal Consumers' Office. For more information about this option, you may contact PROFECO directly at: <http://rpc.profeco.gob.mx> or call 96 28 00 00 from Mexico City, Guadalajara or Monterrey, and 01 800 962 8000 from the rest of the Mexican Republic.

- ii. Ask BBEVENT to include you in the "Exclusion List", to avoid receiving information about our products and services.

HEAD OF DATA PROTECTION

The Head of Data Protection establishes the controls and processes to protect personal data against loss, damage, alteration, destruction, use, access or unauthorized processing. Likewise, BBEVENT has established customer service processes for them to exercise their rights of access, correction, cancellation and/or opposition under the Law.

The Head of Data Protection will make sure that any personal data contained in the databases is relevant, correct and updated for the purposes for which they were collected and that they are canceled when they are no longer necessary for intended purposes.

The User may make any comments to this Privacy Notice or exercise their rights under the Law before the Head of Data Protection of BBEVENT, at Carretera federal 307 Manzana 309 Lote 9, local 6 letra "B" Edificio Terramar, de Playa del Carmen Municipio de Solidaridad, Quintana Roo, 77712, Mexico, or by sending an email to datospersonales@soundtulum.com

AREAS UNDER CCTV SURVEILLANCE

BBEVENT may make video recordings of any visitors in common areas of the facilities.

Any images and sounds collected through surveillance cameras shall be used exclusively for SECURITY purposes.

USE OF COOKIES

BBEVENT may use cookies to guarantee the adequate management of this website, and to improve the browsing experience. A cookie is a file that is downloaded to the user's device when accessing certain web pages, to store and retrieve information related to that computer's navigation of the site.

CHANGES TO THE PRIVACY NOTICE

BBEVENT may modify this Privacy Notice at its exclusive discretion. Any changes shall be notified to BBEVENT users through our website <http://soundtulum.com.mx/>, in the Privacy Notice section.

ACCEPTANCE OF THE PRIVACY NOTICE

The Privacy Notice constitutes a valid agreement between the User and BBEVENT. The use by the User of the Services provided by BBEVENT means that the User has read, understood, accepted and consequently agreed to the terms of the Privacy Notice.

If the User does not agree with the terms of this Privacy Notice, they must not provide any information, or use the Services or any type of information related to this website.

QUESTIONS, COMPLAINTS AND SUGGESTIONS

BBEVENT makes the email datospersonales@soundtulum.com available to the Users in case of any questions, complaints or suggestions related to the Services. Likewise, Users may send their comments to the address of BBEVENT: Carretera federal 307 Manzana 309 Lote 9, local 6 letra "B" Edificio Terramar, de Playa del Carmen Municipio de Solidaridad, Quintana Roo, 77712, Mexico.

BBEVENT acknowledges that the website may experience failures, therefore, if any failure occurs, you must send an email to: BBEVENT datospersonales@dsoundtulum.com

QUESTIONS OR COMMENTS

If the Owner has any questions in relation to this Privacy Notice, please contact BBEVENT at datospersonales@soundtulum.com

COMPLAINTS

If Owners consider that their Right to the Protection of Personal Data has been infringed under the Federal Law on Protection of Personal Data Held by Private Parties and its Regulations, he may file a report or complaint with the National Institute of Transparency, Access to Information and Protection of Personal Data (INAI), for more information:

- Contact the toll-free telephone service Tel. INAI **01 800 835 43 24**. Business hours: 9:00 a.m. - 6:00 p.m., Monday through Thursday; and on 09:00 a.m. - 3:00 p.m. (Central Mexico) on Friday; or
- Visit the following link: <http://www.ifai.org.mx>.

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