

# Notice of Privacy

This is the privacy policy of Ixpo México S.A. OF CV. with address at Aldebarán No. 41 office 203, Col. Prados de Coyoacán, C.P. 04810, Coyoacán, Mexico City, for the infoexpo.com.mx websites. This policy describes the broadest potential use of data on all infoexpo.com.mx websites. Certain parts of the sites may make much less use of data than we have described in this policy. Please note that Infoexpo maintains the same privacy practices described in this policy for data we collect offline. Accordingly, when we refer to “users” of the Websites below we are also referring to individuals about whom we collect data offline.

This policy lets you know how we collect data, why we collect it, and what choices you have regarding its use.

## **TYPES OF DATA COLLECTION**

Infoexpo collects data related to our users through the following methods:

Automated means, such as communication protocols and cookies.

Registration screens and online forms.

Customer communications.

Offline communications and interactions.

Third party information sources, such as opt-in lists.

Depending on the collection method and use, the data collected may include information about the user taken from forms, registrations and transactions (such as name, position, address, company, telephone number and email address), financial and transaction information (such as credit card and payment information), information about the use of Infoexpo Web sites (such as electronic communications protocols, Web pages visited and cookies) and user preferences (including product requirements, areas of industrial interest, newsletters news, community options and other information managed from the customer profile that is created when the user registers at infoexpo.com.mx).

## **ELECTRONIC COMMUNICATION PROTOCOLS AND COOKIES**

Infoexpo may receive data from you as part of the communication connection itself, that is, the standard electronic greeting between your computer and our servers. Often this information consists of network itinerary data (where you came from), device information (browser type), date and time. At this time, our server will also look at your computer to see if there are any “cookies” previously set by infoexpo.com.mx to facilitate login or other navigation procedures on the site. A “cookie” is a small piece of information sent by a Web server to be stored in a Web browser so that it can later be read from that browser.

Cookies: Some parts of the Infoexpo site use cookies to collect information about website usage and facilitate return visits by the user. The information collected from cookies is tracked to increase the security and/or improve the functionality of the website by avoiding duplication of data entry, facilitating navigation and increasing the relevance of the content. Cookies on the site may collect the following information: a unique identifier, user preferences and profile information used to personalize the content displayed, and membership information to access Infoexpo communities online. Cookies on the site and associated data may be used for the purposes set out in Section 3 below. Some cookies used by infoexpo.com.mx may remain on the user's computer after leaving the website, but most are

scheduled to expire within 30 – 365 days. (As noted in more detail below, you can program your browser to alert you when cookies are being placed, in which case an on-screen indicator will convey information about the cookie, its duration, and the server to which it is returned.) There may be cookies on certain tools that have a longer duration. Cookies can also benefit him through creating a simpler login process, keeping track of cart additions, and preserving order information from session to session. In the future, as we offer greater personalization of the site, cookies will help ensure that the information provided to you is best suited to your needs.

Although we do not offer the option to opt out of receiving cookies on the Website, browsers provide you with information and control over cookies. You can program your Web browser to alert you when a cookie is being used. You can also get information about the duration of the cookie and which server they are returning your data to. At that point you have the opportunity to accept or reject the cookie. Additionally, you can program your browser to reject all cookies or to only accept cookies that are returned to the servers that originate them. Generally, users can turn off the cookie feature in their browser without affecting their ability to use the site, except in some cases where cookies are used as an essential security feature necessary to complete the operation.

**Embedded URLs:** To provide maximum utility to the site, Infoexpo also uses a crawling technique that uses embedded URLs to facilitate use of the site without cookies. Embedded URLs manifest as plain text or URL-encoded extensions that appear in the browser's address window or toolbar. This technology allows limited information to follow you as you navigate the site, but no personal data is identified and is not used beyond the session. While this increases your ability to navigate the site, it does not replace the functionality or simplification of processing provided by cookies and may limit your use of many convenient features offered by the site.

**Embedded Pixels:** To provide users with the most relevant website content and marketing materials, we may also use embedded pixel technology to help track site usage and response to marketing campaigns. On the Website, these technologies are used on certain pages in order to identify unique visits by users rather than the sum of visits. The information on site use collected by these technologies is associated with cookies and may provide data on site use by registered users of the www.infoexpo.com.mx websites. This information is used to evaluate site content, navigability and layout, as well as response rates to pages. When these technologies are used in emails, they indicate when the email was opened.

## **DATA WE COLLECT AND HOW WE USE IT**

Infoexpo collects information about users for the following purposes:

To carry out transactions or communications. Name, address, email, purchase details and credit card/payment information may be collected and stored as part of the transaction history. Most of the data collected in this category constitutes information for business contacts. Infoexpo may need to share some of this data (address, payments) with delivery services, credit card settlement centers and other similar third parties necessary to complete the transaction.

To provide future services and support. The information collected for this purpose is both contact information and information related to products and services/support requested. This information is also used to provide services, product updates and similar notifications.

When a product is downloaded. Users who download products under trial licenses and product purchasers may be contacted to confirm certain information about their purchase orders, for example, they may be asked if they had problems with the download process.

To select content. The data may be collected to help create the most relevant and user-friendly website content and navigation process. This includes data collected while browsing the site, as well as data provided in forms.

To respond to questions and requests for information from users. This data includes registrations to receive newsletters and specific requests for more information.

To provide relevant product alerts and updates to Infoexpo's various communities, such as its partners. These updates concern product launches, prices, deadlines, special offers and associated campaigns. These data are sent following registration for the relevant program or online account.

To better adapt marketing to the needs of users. We may use information from purchases and requirements to provide you with timely and relevant notifications about product launches and new services related to your needs and requirements.

To better respond to service requests or product and equipment purchase quotes. Infoexpo will transmit contact information to the applicable Infoexpo seller, distributor, reseller or consultant for tracking Infoexpo products or services. Infoexpo may also ask you if you want to share your contact information with other selected partners who offer complementary products or services related to your request for information, products or services. If you agree, the data is provided to these partners in order to respond to your request for information or services. Please review that specific partner's privacy policy regarding future interactions with that partner.

To provide information about educational events or relevant partner products. Once in a while, we co-sponsor events with partners or we make presentations at partner events that provide services of potential benefit to Infoexpo users. We or our event partners may provide information about such events and relevant partner services and/or products. To ensure that your information is respected, we maintain control over the data we collect or limit the use of the information we collect by these partners.

To drive sales or joint product promotions. Infoexpo and its partners may hold events or provide joint products. Such promotions will always refer to the partners involved. Both Infoexpo and the partner(s) will have access to said information. We recommend reviewing the privacy policies of these partners to address your specific needs and concerns.

Information taken from the "referral"/ "tell a friend" function. If a user decides to use our referral services to tell a friend about our site, we ask for the friend's name and email address. Infoexpo will automatically send a single email to the friend inviting them to visit the site. Infoexpo uses this information for the sole purpose of sending this one-time email and tracking the success of our referral program. The friend can contact Infoexpo by going to [privacy@infoexpo.com.mx](mailto:privacy@infoexpo.com.mx) to be removed from the referral program.

As a result of your registration for/presence in a congress or Infoexpo event. Current clients or registered infoexpo.com.mx users who register for a conference or event may be contacted prior to the event to see if they can be offered a meeting, special demonstration or other customer service/help. This contact is in addition to any contact necessary to confirm payment or provide logistical information and conference-related updates. Additionally, those attending such events may also be contacted after the event to see if they need any additional information or to make appropriate follow-up. This information will only be used by Infoexpo, designated partners or conference sponsors and will not be disclosed to third parties. To ensure the respect of your information, we maintain control over the information and require that the use of such information by those partners be limited to what is expressly applicable to your profile. Please consult the supplemental privacy statement on the specific conference site for more detailed information.

As a result of your participation in interactive discussions and public forums. There are parts of the Website that allow you to participate in interactive discussions. Some of them have a moderator; all are subject to access for technical reasons. Infoexpo does not control the content that users enter and some may serve as public discussion forums. As with any interactive forum open to many users, you should carefully consider whether you wish to present information and should appropriately adapt any other content you present.

As a result of your use of outsourcing, technical support and consulting services (Hosted Services). Some Infoexpo customers may offer Infoexpo incidental access to data about their employees, vendors, partners or customers in connection with the Hosted Services, including Infoexpo On Demand. As a result of this hosted services relationship, Infoexpo may access or process some of this information, but does not control the information collection or usage procedures related to this information. Infoexpo simply provides the corresponding hosting or administration services for the computer applications and the support services necessary for the commitment assumed. Infoexpo does not make independent use of the information beyond what is necessary to provide the hosting service, service administration and support or to complete specific actions requested by the client. Please review our "hosted services policy" for a complete statement of our privacy procedures.

To discuss issues related to operation and resolve difficulties. Infoexpo sometimes develops patches or other fixes for programs, such as security patches intended to address newly discovered vulnerabilities. We may communicate the existence of these patches or fixes to registered program owners and to persons who have identified themselves to us as users or program developers.

As a result of legal requirements. Infoexpo may be required to provide information to comply with legally required reporting and declarations and other regulatory procedural requirements.

#### PERSONALIZATION, PREFERENCES AND SELF-EXCLUSION OPTION [OPT-OUT]

Establishing an online registration profile offers visitors the ability to opt-in (or opt-out) of communities and gives them control over their preferences for the delivery of electronic information.

Communication options. Infoexpo recognizes that users may wish not to be contacted about new or related products. infoexpo.com.mx allows you to opt out of some or all email marketing that may result from your use of the site. These options are set and modified through your online enrollment profile. A

link to this profile will be placed in marketing emails. You may return to the enrollment profile at any time to change your selection or modify your profile. If you have any problems using any of these opt-out mechanisms, please send an email to [privacy@infoexpo.com.mx](mailto:privacy@infoexpo.com.mx), indicating the opt-out option in the "Subject" section. email and specifying the problem that has occurred in the body of the message.

Authorization-based third-party lists. From time to time, Infoexpo may use an authorization-based list of third parties to send communications about Infoexpo's products and services. These are lists maintained by third parties whose users have agreed to receive emails from other companies, such as Infoexpo. We do not have access to the names or contact information on those lists. The third party that has the direct relationship with those users performs list maintenance and opt-outs and removes information and terminates the subscription. We require list owners to identify themselves as the senders of the email and to provide appropriate opt-out mechanisms. If you wish to be removed from a third-party list, you should direct your opt-out request to the list owner, not Infoexpo. However, if you have difficulty opting out, or if you wish to inform us of any issue related to a third-party advertising submission, you may contact us directly at [privacy@infoexpo.com.mx](mailto:privacy@infoexpo.com.mx). When third-party advertising submissions are sent with an Infoexpo sender, Infoexpo will also provide notice on how to opt out of future marketing communications.

Please contact us at [privacy@infoexpo.com.mx](mailto:privacy@infoexpo.com.mx) if you believe that you have received information in error after you have opted out or if you wish to opt out of receiving information and have not been able to use the opt-out mechanisms provided.

## ADVERTISING

Infoexpo uses certain third parties to manage a limited set of Infoexpo advertisements on its websites. As part of this process, no data is provided to advertisers, but general profile information, such as the user's community, may be used for the selection of advertising to ensure that it is relevant to the user. In some banner ads there may be an embedded pixel and, although it is not associated with a cookie or other personal profile information, it may return session connection information that allows advertisers to better determine how many individual users they have selected. the banner.

## SECURITY

Infoexpo cares about the security of the information we have collected and has established reasonable measures to prevent unauthorized access to such information. These measures include policies, procedures and technical elements related to data access controls. In addition Infoexpo uses standard security protocols and mechanisms to exchange and transmit sensitive data such as credit card details.

In the event that an unauthorized person obtains, or is reasonably believed to have been obtained, personal data and applicable law requires notification, Infoexpo will notify the affected individual by email or fax. If Infoexpo is unable to contact the individual by email or fax, it will notify you by postal mail. The notice will be given immediately, in a manner consistent with the legitimate needs of Infoexpo or the application of the Federal Law on Protection of Personal Data Held by Private Parties, to determine the scope of the violation and to ensure or restore the integrity of the information system. data. Infoexpo or the competent authorities may delay notification if they determine that notification

may impede a judicial investigation, unless they determine that notification will not jeopardize the investigation.

## **COMPLIANCE ISSUES**

Infoexpo has appointed a senior executive as responsible for Privacy (Privacy Executive). If you believe that your data has been used in a manner inconsistent with this policy or with your expressed preferences or if you have any additional questions related to this policy, please contact the Privacy Executive by email at [privacy@infoexpo.com.mx](mailto:privacy@infoexpo.com.mx) .

Written queries can be directed to the Privacy Executive at:

Ixpo Mexico S.A. OF CV.  
Aldebarán No. 41 office 203,  
Col. Prados de Coyoacán, C.P. 04810,  
Coyoacan, Mexico City  
Mexico.

As set out in Section 4 – (Personalization, Preferences and Opt-Out) and Section 5 (Account Access) above, Infoexpo gives you the ability to choose how we use and share the data you give us. provides, in accordance with the Federal Law on Protection of Personal Data Held by Private Parties (Articles 22, 23, 24 and 25)

## **POLICY UPDATE**

When we plan to use your data in a manner different to that expressed at the time of collection, we will notify you by email. You will be able to decide whether or not we use your data differently. Additionally, if we make any significant change to our privacy procedures that does not affect user data already stored in our database, we will notify you immediately by email or place a conspicuous notice on this Web site notifying users of the change. . In some of the cases where we place notices we will also send an email to users who have opted to receive communications from us, notifying them about changes to our privacy procedures.

We may update this policy from time to time to describe how new site features affect our use of your data and to notify you about new control and preference features we provide.

We appreciate receiving your comments on Infoexpo's privacy procedures: [privacy@infoexpo.com.mx](mailto:privacy@infoexpo.com.mx).

## **ARCH RIGHTS**

In accordance with the provisions of articles 16 section IV, 28, 29, 30, 31, 32, 33, 34 and 35 of the Federal Law on Protection of Personal Data Held by Private Parties, IXPO México S.A. DE C.V. makes the following procedure available to the holders of personal data for the attention of their ARCO rights.

A. Definitions:

to. Right of Access: The owner may access the personal data held by the person responsible as well as information related to the conditions and generalities of the treatment.

b. Right to Rectification: The data owner may request the person responsible to rectify their personal data that turns out to be inaccurate or incomplete.

c. Right of Cancellation: The owner may request the cancellation of their personal data from the person responsible, which implies the cessation of their processing, based on their blocking and subsequent deletion.

d. Right to Oppose: The owner may object to the processing of his or her personal data.

B. Current official identification:

to. Voting credential (INE);

b. Passport;

c. military card;

d. Professional certificate.

1. The owner of the Personal Data must send a scanned application accompanied by a legible copy of their current official identification document via email to the address: [Derechosarco@infoexpo.com.mx](mailto:Derechosarco@infoexpo.com.mx)

The period to respond to the request will begin to be computed from the day it has been received by the person responsible, in which case the person responsible will provide an acknowledgment of receipt to the owner with the date of receipt. The indicated period will be interrupted in the event that the person responsible requires additional information from the owner.

In the event that the information provided in the request is insufficient or erroneous to respond to it, or the necessary documents are not accompanied, the person responsible may require the owner, once and within five days following receipt of the request, to provide the elements or documents necessary to process it. The owner will have ten days to respond to the request, counting from the day after receiving it. If a response is not provided within said period, the corresponding request will be considered not submitted.

If the owner meets the information request, the deadline for the person responsible to respond to the request will begin to run the day after the owner has met the request.

In the event that the person responsible does not require additional documentation from the owner to prove his or her identity or the personality of his representative, it will be understood as accredited with the documentation provided by the owner since the presentation of his application.

2. The Controller will inform the owner, within a maximum period of twenty business days from the date the request was received, of the determination adopted so that, if appropriate, it is made effective within the following fifteen days on the date the response is communicated. The person responsible will invariably provide a response to the request, regardless of whether or not the owner's personal data appears in their databases, via the email provided.

3. ARCO rights may be exercised by the owner of the personal data, after proving his or her identity through the presentation of a legible copy of his or her current official identification document. The copy of the current official identification must be attached to the application as an essential requirement to proceed with the process. ARCO rights may also be exercised by the representative of the owner, after accreditation of the identity of the owner, the identity of the representative and the

existence of the representation, by means of a public instrument or power of attorney signed before two witnesses or declaration in personal appearance of the owner.

4. The obligation of access to information will be considered fulfilled when the person responsible makes their personal data available to the owner by issuing simple copies, magnetic, optical, sound, visual or holographic media. The rectification request must indicate which personal data it refers to as well as the correction to be made and must be accompanied by documentation that supports the origin of the request. The cancellation of personal data will proceed with respect to all of the owner's personal data contained in a database or only part of them, as requested, as long as the data has ceased to fulfill the purpose for which it was transferred and /or the period required by law for its conservation is fulfilled. The owner may object to the processing of their personal data when there is a legitimate cause and their specific situation requires it or when they do not want their personal data to be processed for specific purposes. The exercise of the right of opposition will not proceed when the processing is necessary for compliance with a legal obligation imposed on the controller.

5. The exercise of any of the ARCO rights of personal data may be restricted for reasons of national security, provisions of public order, public safety and health or to protect the rights of third parties, in the cases and with the scope provided for by law. applicable in the matter, or by resolution of the competent authority duly founded and motivated.

6. The cost of processing rights to Access, Rectification, Cancellation or Opposition (ARCO) of personal data is free.

In order to exercise any of the ARCO rights, it will be necessary to carry out the following:

1. Request Form for the exercise of ARCO rights via email to the following address: [Derechosarco@infoexpo.com.mx](mailto:Derechosarco@infoexpo.com.mx).
2. Once you receive the form, download it and fill it out with the required information.
3. The owner of the Personal Data must send a scanned request via email to the address: [Derechosarco@infoexpo.com.mx](mailto:Derechosarco@infoexpo.com.mx). It is important to mention that if you do not have all the information, sign and copy of the current official identification of the owner of the personal data (as an essential requirement), said procedure will not proceed.