



Privacy Policy

This document constitutes the federal law which protects the personal information when handled by third parties or persons ("LFPDP") along with all the characteristics and clauses that belong to it. This Privacy Policy refers to Sistemas Integrales de Altura, S. de R.L. de C.V. as the responsible party. This Policy has the following terms and conditions.

1. TERMS DEFINITION. In order to cover this document, the following terms will have the following definitions, understanding that only if defined otherwise, the terms which are used in this document and are not specified on the same, will have the definitions which are specified by the following law: LFPDP:

"Personal information" Any information concerning a physical person identified or identifiable.

"ARCO rights" Meaning access rights, rectify, cancelation and, opposition that according to what was established by the LFPDP and subject to the exceptions established in it and in this notice of privacy, every owner has, related to Personal Information collected by the Responsible and/or their person in charge, that are listed below:

"Access Rights" Is the right that the owner has given to know about the Personal Information related to the person that works the authority of the people in charge, also to whom it has been shared, and with which purpose.

"Rectifying Rights" Every owner has the right to have his Personal Information rectified when those are inexact or incomplete.

"Cancelation rights" Every owner has the right to request at any moment that their Personal Information gets erased, which will happen once the blocking period is over. Blocking stands for identification and preservation of the Personal Information as soon as the purpose gets accomplished for which it was gathered, and has as a mission to determine the possible responsibilities related to its treatment, due to the deadline of the legal prescription or contractual. During the mentioned period, the Personal Information will not be a treatment object and after that, it will proceed with its cancelation on the data base and correspondent file. Once the correspondent file is deleted, the person in charge will give the corresponding notice. In case that the Personal Information was transmitted prior the rectification date or cancelation and are still being treated by a third person, the Responsible party will make sure that the third person knows about the rectification solicitude and cancelation, so that he/she will proceed to carry it out.

"Opposition rights" The owner has in every moment the right to request, only when there is a legitimate cause, that the Person in Charge stops treating their Personal Information.

"Responsible" Stands for the physical or moral person that gets to decide about the treatment of the Personal Information of the Owner, in this case **Integral System of Heights, S. of R.L. Of C.V.**

"Person in Charge" Means the physical or legal person that alone or together with others treats the Personal Information in place of the Responsible.

"Owner" Means the physical person that owns the Personal Information, or in charge to deliver the Personal Information of a third person according to the applicable laws, delivers the mentioned Personal Information to the Responsible.

2. OWNERS CONSENT. For the effects of the given information by LFPDP and particularly on the 17th Article, the owner manifests (i) that this Privacy Notice has been given to know by the Responsible person, (ii) and read it, understood and agreed to the exposed terms on this Privacy Notice, so that the consent is awarded respecting Personal Data treatment for effects of the LFPDP and resting applicable legislation. In case that the recollected Personal Data includes sensitive and financial Personal Data, by means of the firm from the corresponding contract, in a printed format, or using some sort of electronic way or its corresponding process respecting the formation of the consent, for an example, a sentencing but not limitative title, by the supplying of Personal Data through windows of dialogue, or visualizing the screen of the terms and conditions, actions will be carried out that constitute the consent expressed from the Owner in terms of the second paragraph of the 8th article from LFPDP and resting applicable legislation and (iii) giving its consent so that Whole Height System, S. of R.L. of C.V. or their Person in Charge to accomplish transferring the Personal Data to a national



or foreigner third person, agreeing that the treatment of the mentioned third person given to their Personal Data will be adjusted according to what is established on this Privacy Notice.

In case that the Owner doesn't oppose to the terms of this present Privacy Notice through the course of 30 days that were disposed, it will consider agreed and consented about its content, in terms of the third paragraph of the 8th article of the LFPDP. The consent of the Owner can be revoked in any moment by the previous mentioned without the attribution of retrospective effects, on the terms corresponding this Privacy Notice.

Regardless of any disposition from this Privacy Notice, the Owner recognizes that its consent will not be required for the treatment of the Personal Data regarding the Responsible person or third persons in any of the signaled cases on the 10th article of the LFPDP.

Aviso de privacidad

3. OBJECT OF THE PRIVACY NOTICE; PURPOSE OF THE PERSONAL DATA. The present Privacy Notice has de objective of establishing terms and conditions in virtue of which **Sistemas Integrales de Altura, S. de R.L. de C.V** (or the Person in Charge designates Sistemas Integrales de Altura, S. de R.L. de C.V) (i) will receive and protect the Personal Data from the Owner, with the intention of protecting the owners privacy and rights to informative self-determining, accomplishing what was disposed by the LFPDP; (ii) will use the Owners Personal Data, and (iii) make the transfer of the Personal Data to third persons. The responsible will recollect and treat the Owners Personal Data, meaning that, the information can identify the Owner in a reasonable way, through receiving the documents, in a printed format and/or a digital one. The following are examples, a sentencing but not limitative title, information that the Responsible could collect: name and last names; date of birth; address, particular, work, or fiscal; e-mail address, personal or from work; identification password on social networks; telephone number, particular or from work; cellphone number; credit card number, from debit, or bank accounts; password from the Social Security card (FRC); Only Key of the Population Register (OKPR); affiliation number to the Mexican Institute of Social Insurance; and consumers and navigation preference by using the communications systems that are given by us, or other from analogous nature. The recollecting of the Personal Data will be effectuated when the Owner visits the selling points of the Responsible Personal or authorized distributors, when communicated by a telephonic way with the Responsible or his People in Charge (including client attention centers), or, by direct deliver to the Responsible or by the use of emails and/or short messages (SMS), or by using Websites, by the voluntary supply of information through windows of dialogue enabled on the websites, or by the use of tools of automatic capture of information. The previous tools allows to collect the information that the navigator sends to the websites, such as the type of navigator that is being used, the users language, time of access, and the IP address from the websites that were used in order to access to the websites of the Responsible or People in charge. Inside the documentation that could be collected by Sistemas Integrales de Altura, S. de R.L. de C.V., for verifying the identity of the Owner of the Personal Data the electoral ID; the national and approved military ID card; Social security number; a bill under your name to approve your address.

The Responsible party can also collect Personal Data from public access sources and other sources available on the market the ones that the Owner could have given his consent to share his personal information or provided anonymous demographic information associated with a determined geographic zone.

The Owners Personal Data are collected and treated by the Responsible or their People in Charge with the purpose to allow the Owner, to carry out the following activities along with the Responsible:

- a.) Request, buy, change, or return products, offered by Sistemas Integrales de Altura, S. de R.L. de C.V., lent by the mentioned business or by third persons;
- b.) Request, hire, change or cancel services, offered by Sistemas Integrales de Altura, S. de R.L. de C.V., lent by the mentioned business or by third persons;
- c.) Make online payments;
- d.) Request receipt or digital fiscal voucher;
- e.) Request a quotation, information or free samples of products and services;
- f.) Request the delivery, reparation or accomplishment of the products guarantee;
- h.) Contact the Clients Attention Services;
- i.) Receive printed or by any electronic media, publicity including communications with marketing purposes



online, or telemarketing about products or services;

j.) Create personal profiles;

k.) Participate in surveys;

l.) Use different services from corresponding web sites including downloading of content and formats;

m.) Notify the Responsible about problems with his websites;

n.) Participate on chats and/or discussion forums about their products and services;

o.) Participate in trivias, contests, raffle and games;

p.) Share their comments or suggestions about products and services;

q.) Process payments, and

r.) Any activity of an analogue nature to what was written on the parenthesis below.

The Responsible, directly or through their People in Charge, can use the Personal Data for the following purposes:

a.) Accomplish studies about demographic data, interests and behavior of their clients, consumers, suppliers, and those third persons that they treat;

b.) Accomplish studies about the market and consume with the effect of acquiring and offering personalized products and services, such as publicity and more proper content according to the costumers, consumers, suppliers and other third persons that are treated, needs;

c.) Create internal statistics that indicates the services and products most appreciated by their different types of clients, consumers, suppliers and other users of the communication services that the Responsible provides;

d.) Formalize the transactional process with their clients, consumers, suppliers and other third persons that are treated;

e.) Manage the confiscation, evaluation and allocation of suppliers and other third persons that are treated;

f.) In any needed case, verify the credit capacity and/or payment of the Owner, which will be accomplished through the credit information society, on the terms of Law to regulate the credit information society;

g.) Check the commercial transactions made by the Owner with the Responsible;

h.) Keep a register of the operation and information checked on the different sections of the communication services that the Responsible give and that is collected through automatic capture of data tools.

i.) Send to the Owner notifications of offers, notices and/or promotional messages which will be sent, unless the Owner manifests the will to not receive such offers. Occasionally, such offers can contain suppliers' information that belong to the Responsible or others third persons. Sistemas Integrales de Altura, S. de R.L. de C.V, require sharing their Personal Data with suppliers from administration services and paperwork of data base; automatized treatment of Personal Data and its storage; notarization and validation of emails; hiring of personal; audit services, and other services of analogue nature according to the previous ones.

Collecting data when navigation on sites and websites from the Sistemas Integrales de Altura, S. de R.L. de C.V: Inside the automatic data capture tools used by Sistemas Integrales de Altura, S. de R.L. de C.V., you will find on their sites and websites cookies, web beacons and links inside the emails.

The use of Cookies. - The correct functioning of the sites from Sistemas Integrales de Altura, S. de R.L. de C.V. and their suppliers ones require de enablement of "cookies" on your Internet navigator. The "cookies" are little data archives transferred from the website to the hard disk of your computer when you surf across the website. The cookies can be temporary during your session or permanent. The temporary during session cookie will not stay on your computer after you end session on your navigator, while the permanent cookies will stay on your computer until they are erased or expired. Most of the navigators the cookies are accepted automatically in virtue to the predetermined configuration, you can adjust the navigator's preferences to accept or decline cookies. The deactivations of cookies can unable diverse functions of Sistemas Integrales de Altura, S. de R.L. de C.V websites, or to have some error. In case that you prefer to delete the cookies' information sent from Sistemas Integrales de Altura, S. de R.L. de C.V, you can delete the archive(s) at the end of every explorer session. Relevant information can be consulted at the main important navigator's website.

The use of Web beacons (also known as Internet tags, pixel tags and clear GIFs).- Sistemas Integrales de Altura, S. de R.L. de C.V., can use on their websites and emails with an HTML format the web beacons, alone or combined with cookies, to collect information about the usage of web sites and your interaction with your email. A Web beacon is an electronic image, called by only one pixel (1x1) or GIF that can recognize the information that is processed on your computer, the same as cookies, time and date which the website and its



sections were visualized. Links on the emails from Sistemas Integrales de Altura, S. de R.L. de C.V - The emails that include links allowing Sistemas Integrales de Altura, S. de R.L. de C.V., to know if you activated such link and visited the destined website page, considering that that information could be available at your profile. In case that you prefer that Sistemas Integrales de Altura, S. de R.L. de C.V, does not collect your information about the interaction that you have with mentioned links, you can opt to modify the format from the communications of the Sistemas Integrales de Altura, S. de R.L. de C.V, (for example, that the message is received in a text format and not in a HTML one) or ignore the link and do not access its content. The emails from Sistemas Integrales de Altura, S. de R.L. de C.V., could include links designed to direct you to the relevant sections of their websites, once re-directed through the server from Sistemas Integrales de Altura, S. de R.L. de C.V, the re-directing system allows Sistemas Integrales de Altura, S. de R.L. de C.V., to modify the URL of mentioned links if needed, also allows Sistemas Integrales de Altura, S. de R.L. de C.V, to determine the efficiency of their marketing campaigns. The Personal Data that Sistemas Integrales de Altura, S. de R.L. de C.V gets from their commercial sources can be used together with the Personal Data collected through your websites. For example, Sistemas Integrales de Altura, S. de R.L. de C.V, could buy the geographic loose information acquired from commercial sources with the IP address collected by the automatic data capture tools with the purpose to provide information or advertisement that are relevant for your geographic area. Underage protection: Sistemas Integrales de Altura, S. de R.L. de C.V., encourage parents and/or tutors to have an active part concerning the online activities of their kids. In case that Sistemas Integrales de Altura, S. de R.L. de C.V, considers that the Personal Data has been provided from a minor in contradiction to this present Privacy Notice, Sistemas Integrales de Altura, S. de R.L. de C.V will proceed to delete such Personal Data briefly. If you realize that such Personal Data were supplied by a person under the age of 18, please send an email to this following address:
sistemas@hawk.com.mx

4. DATA TRANSFER. Once read, understood and agreed to the exposed terms at this Privacy Notice, the Owner manifests his consent so that the Responsible or any Person in Charge realize transfers of Personal Data to national or foreigner third persons, understanding that the treatment that such third persons give to the Owner's Personal Data has to be adjusted to what has been established in this Privacy Notice. For effects of the established in this 4th section, but held to the established last paragraph of the same section, the Responsible will inform the Owner with the purpose to be able to deliver products, services and solutions to their clients, consumers, employees, suppliers and other users of the provided services, the Responsible and/or his Person in charge has celebrated or will celebrate diverse commercial agreements with products and services suppliers, at national or foreign territory, for the supply, such services: communications and email; administration and data paperwork; automatized and storage of Personal Data; call center for clients attention; notarization and validation of emails; telemarketing; credit card terminals; electronic receipt; commercialization; transporting and installing products; salary administration and social security benefits; personal hiring; audit services and other from analogue nature. The given authorization from the Owner agreeing with this 4th section empowers the Responsible and/or their Person in Charge to transmit the Owner's Personal Data to suppliers, understanding that such suppliers are obligated, according to the corresponding contract, to maintain confidentiality to the Personal Data supplied by the Responsible or their Person in Charge and to observe this Privacy Notice. The Responsible and/or their Person in Charge will be able to transfer the Owner's Personal Data that is collected to any other society belonging to the same company that the Responsible belongs and that operates with the same process and intern politics, in national or foreign territory so that they share the same purposes as the ones described in this Privacy Notice. Also will be able to transfer their Personal Data to other third persons that agree to help the accomplishment of contracts and legal relationships that they have with the Owner. Their Personal Information can be transferred, saved and processed at a different country. If it happens, we will transfer the information according to the protection laws that are applicable at the country. We will make sure to protect the personal information regardless of the country that will store or be transferred to. We have precise procedures to provide the protection. We allow ourselves the right to transmit their Personal Data in case of selling or trespassing the totality or part of our business or actives. If what was mentioned happens, we will make sure to urge to the next owner the correct usage of the Personal Data according to this Notice. If you do not want your Personal Data to be



processed once trespassed, you will have to get in touch with the new owner. Nevertheless to what was displayed at this 4th section or any other at this Privacy Notice, the Owner recognizes and agrees that the Responsible doesn't need any authorization or confirmation from the Owner to realize transfers of the national or international Personal Data at the cases displayed at the 37th article from LFPDP or any other exception cases foretold by the same or other applicable legislation.

5. RETENTION AND SECURITY OF THE PERSONAL DATA. The Responsible and/or their Person in Charge will keep the Owner's Personal Data during the needed time to process de information, products and/or services requests, also to maintain the countable registers, financial and notary on terms from LFPDP and mercantile legislation, fiscal and administrative validation. The Owner's Personal Data collected by the Responsible and/or their Person in Charge will be protected by administrative, physical and technical security measures, against damage, loss, alteration, destruction or use, access or treatment that are not authorized, according to what was displayed by LFPDP and the administrative regulation or with partial differences with the mentioned. Nevertheless to what was say previously, Sistemas Integrales de Altura, S. de R.L. de C.V., does not guarantee that non-authorized third persons can't have any access to the physical or logical systems that belong to the Owner or Person in Charge or electronic documents and saved files that are kept in their systems. In consequence, Sistemas Integrales de Altura, S. de R.L. de C.V., will not be at any case responsible for possible damage and prejudice that could follow the un-authorized access.

6. PERSONAL DATA DEPARTMENT /PRIVACY OFFICE; ADDRESS.

For any information about this Privacy Notice, or the practice of any of the displayed rights that follow the Personal Data, the present Privacy Notice or applicable law, including no limitations to access rights, rectification, cancelation and opposition, please contact our Human Resources Department, telephone (33) 36333399, email:

recursos_humanos@hawk.com.mx

Sistemas Integrales de Altura, S. de R.L. de C.V

Industria del Vestido # 2246

Col. Belenes Norte,

C.P., 44130, Zapopan, Jalisco

For effects of the displayed at the I fraction of the 16th Article from LFPDP, the address from the Responsible is established at the 6th Section of this Privacy Notice.

7. PROCEEDURE TO PRACTICE THE ARCO RIGHTS. To practice the ARCO rights, the Owner or his manager will have to present a access, rectification, cancelation or opposition request together with the following information and documentation:

i.-) Owner's name and address or any sort of way to communicate the request's answer;

ii.-) Documents that prove his identity (simple copy in a printed or electronic format of the electoral ID card, passport or FM-3) or, depending the case, the legal representation of the Owner (simple copy in a printed or electronic format of the simple power letter signed by the Owner, the president's official IDs – electoral ID card, passport or FM-3);

iii.-) The precise and clear description of the Personal Data explaining the need of usage of any of the ARCO rights, and

iv.-) Any other element or document that eases the localization of the Owner's Personal Data. In case of the identification request of the Personal Data, the respective Owner will have to point out the modifications that have to be done and give the documentation that supports the petition.

For the reception, register and attention to the requests to practice their access rights, rectification, cancelation and opposition to their Personal Data, also to limit the usage or exposure of the data, and other rights displayed by LFPDP contact:

SISTEMAS IT GRUPO HAWK

(33) 3833-2949

sistemas@hawk.com.mx

The Responsible or their Person in Charge will provide the respective Owner a maxim deadline of twenty days, counting since the date that the access, rectification, cancelation or opposition request was received, at the



effects, that if comes out to be, it will be effective in a period of fifteen days following the date that the answer is communicated to the Owner. Treating requests to access the Personal Data, the Responsible or their People in Charge will proceed to deliver previously the accreditation of the identity from the solicitant or his legal manager. The mentioned periods could be amplified only under the terms of LFPDP.

The delivery of Personal Data will be free; it will only be corresponded to cover the justified expenses from shipping or the cost of reproduction of copies and other formats. In case that the Owner retracts the request en a period of less than twelve months, the expenses to be covered correspond the equivalent to 1.5 days of a minimum salary expiring at the Federal District under the terms of LFPDP, unless that exists substantial modifications to the Privacy Notice that encourage new consults.

For the effects of mentioned requests of cancelation of Personal Data, in addition to what was displayed by the present Privacy Notice, it will be according to the 26th article from LFPDP, including exceptional cancelation cases of Personal Data that are signaled there.

The presentation of a request that opposes to the usage of Personal Data by the Owner and others will empower the responsible party, the faculty to oppose to the usage of Personal Data that the owner has delivered to the opponent.

8. CHANGES TO THE PRIVACY NOTICE. Sistemas Integrales de Altura, S. de R.L. de C.V, allows the right to update periodically the present Notice to reflect the changes in our practices of information. It's the Owner's responsibility to check periodically the content of this Privacy Notice at the website of www.hawk.com.mx. The Responsible, understands that if there is no expressed contradiction, means that the Owner has read, understood and agreed to the exposed terms, what constitutes the consent to the established changes to mentioned updates respecting the treatment of their Personal Data for the effects of LFPDP and other legal legislation.