

PRIVACY PRACTICES NOTICE

A. Identity of the responsible party:

HOTELERA CORAL, S.A. de C.V., hereinafter to be referred to as HOTEL CORAL AND MARINA, is located at Kilometro 103 #3421 on the Tijuana – Ensenada Highway, in Zona Playitas, CP 22860, in Ensenada, Baja California. It is a company that is committed to protecting your privacy and they claim to be responsible for the processing of your personal data. Hotel Coral and Marina is hereby informing you of their privacy practices and personal data handling policies, in the understanding that the information on our clients and prospective clients is treated in a strictly confidential way. So if you provide your personal data, it will be used only and exclusively for the purposes established.

This Privacy Practices Notice may be found at the following HOTEL CORAL AND MARINA website:

www.hotelcoral.com | Aviso legal de privacidad – HC&M

B. Personal data:

For the purposes indicated in the present Privacy Practices Notice, HOTEL CORAL AND MARINA may collect your personal data in various ways: when information is provided directly by you; when you visit the HOTEL CORAL and MARINA website; when you use the services offered by HOTEL CORAL and MARINA on line, and when we obtain information through other means than these, which are permitted by applicable laws. The personal data obtained by the aforementioned means includes any information concerning your person, in keeping with Article 2, Section V of the Federal Law on Protection of Personal Data.

C. Purpose of and processing of personal information:

Purposes that give rise to the legal relationship and are necessary for the lending of service:

1. The personal information you provide us shall be used by HOTEL CORAL and MARINA to lend the services you request or which are part of a program in which you have enrolled, or for the purchase or activity such as: reservations, organization of events and social gatherings, purchase of products and/or tourist services.
2. HOTEL CORAL and MARINA may use the personal information you provide us to offer you better service and, when applicable, identify your preferences during your stay, to make it more pleasurable.

Purposes which do not give rise to the legal relationship and are not necessary for the lending of the service:

1. In addition, they may use the information to provide you with special offers, publicity, special services, informational bulletins or surveys.

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The data we need to collect are: name, cell or home phone, e-mail, Address, age, sex, occupation, R.F.C and C.U.R.P. numbers, marital status, federal electoral information, military service card, driver's license, social network user info such as FACEBOOK, TWITTER, INSTAGRAM, PINTEREST and YOUTUBE

PRIMARY PURPOSES-

We will use the personal information we collect from you for:

Fiscal purposes, labor purposes, banking purposes, marketing purposes.

SECONDARY PURPOSES-

In addition, we will use your personal information for the services requested; they make it possible to provide you with better attention.

D. Control and safety of personal information:

HOTEL CORAL Y MARINA promises to take all necessary measures to protect the information we collect through the implementation of physical, technical and administrative security measures, using security technology and procedures for access control, use or divulgence of your personal information without authorization – for example, the storage of personal information provided in services located in Data Centers that have limited-access controls. For on-line transactions we use the services of a third party who also has security technologies that protect the personal information that is transmitted through a safe server with Secure Socket Layer (SSL) protocol.

However, no security system or data transfer system which the company does not have absolute control over and/or depends on the Internet can be guaranteed to be totally secure.

E. Limitation to the use or divulgence of personal information

At any time you can express opposition to the processing for purposes which do not give rise to a legal relationship or are not needed for the lending of services, or to revocation of the tacit consent you have given us, upon learning of the content of this document\ and the handling of your personal data, your denial can be made by means of a request that should be filed in writing to the Management of the HOTEL CORAL and MARINA at at Kilometer 103 #3421 on the Tijuana – Ensenada Highway, in Zona Playitas, CP 22860 in Ensenada, Baja California, from 9 am to 2 pm from Monday through Friday, or at avisodeprivacidad@hotelcoral.com
Private telephone number: (646) 175-00-00

F. On the exercise of rights to access, rectification, cancellation and opposition.

Access to, rectification or cancellation of, or opposition to the information provided to HOTEL CORAL and MARINA indicated in the Federal Law for Protection of Personal Data in Possession of Others can be effected by means of presentation of the application sent to

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HOTEL CORAL and MARINA, in the terms established in subsection E above, and the same will be responded to in a short time, in keeping with the stipulations of the aforementioned Law.

PROCEDURE FOR ACTIVATING ARCO RIGHTS.- You have the right to access the personal data we have and the details on the handling of the same, and to ratify them in case they are inexact or incomplete; to cancel them when you deem that they are not needed for any of the purposes specified in the present privacy practices notice, they are being used for unauthorized purposes, or the contractual or service relationship is finalized or if you wish to oppose the handling of the same for specific purposes.

The mechanisms that have been implemented for the exercise of said rights, which are known as "Arco" rights and refer to the rectification, cancellation and opposition to the use of personal data.

1) The procedure begins with the filing of the respective Arco rights application at our Privacy Office, which is properly stated at the beginning of the present privacy practice notice.

2) The request should contain the following information:

Name of the person whose data is in question, his/her address or any other form of contact, documents that show his/her identity, a clear and precise description of the personal data and any other document that facilitates location of the same.

3) The period for responding to your request is 20 days.

G. Transfer of personal data:

TRANSFER OF YOUR PERSONAL DATA.- Your personal data may not be transmitted within or outside the country, nor handled by persons outside this company. We promise to not transfer your personal information to third parties without your consent, except in the cases anticipated in Article 37 of the Federal Law on Protection of Personal Data in Possession of Others, and to effect this transfer in the terms specified in that law.

H. Changes to this privacy practice notice:

HOTEL CORAL AND MARINA may at any time update this privacy declaration. In the event that substantial changes are made to this declaration, we will make this known through our internet pages indicated in subsection A of this Privacy Practices Notice.

For this purpose, we suggest that you visit our website www.hotelcoral.com periodically to be aware of any update.

If you feel that your protection of personal data rights have been violated by any conduct by our collaborators or our updates or responses, or feel there has been any violation of the stipulations contained in the Federal Protection of Personal Data in Possession of Others , you may formally bring the corresponding complaint or accusation before the IFAI.

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I. Use of images to promote hotel facilities

HOTEL CORAL AND MARINA may use images collected on events that take place at our facilities for the purpose of promoting the spaces, décor and composition of the same.

- In case usage of an image of a person involved in a social event is desired, mutual agreement permission will be requested with that person, which involves the usage of said photograph for advertising and promotion purposes.

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SIMPLIFIED PRIVACY NOTICE

WHO WE ARE:

The HOTELERA CORAL S.A. de C.V. company is responsible for treatment of your personal data, and has its address at #3421 at Kilometer 103 on the Tijuana – Ensenada Highway, in Zona Playitas, CP 22860 in Ensenada, Baja California.

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VIDEO-RECORDED AREA

You are being recorded by the security cameras of HOTELERA CORAL S.A. de C.V., located at #3421 at Kilometer 103 on the Tijuana – Ensenada Highway, in Zona Playitas, CP 22860 in Ensenada, Baja California.

Images and sounds captured by the Video-Security cameras will be used for purposes of SECURITY.

Date of last update: November 15, 2013