



## PRIVACY NOTICE CONTACT/PAMPHLET

### **A. Identity and Address of the Data Controller.**

In accordance with the Federal Law on the Protection of Personal Data Held by Private Parties (hereinafter referred to as the “LFPD”, for its initials in the Spanish language), Hotelera Coral, S.A. de C.V. (Hereinafter, “Hotel Coral & Marina” or the “Data Controller”), with address for hearing and receiving notifications located at, Km 103 Carretera Tijuana Ensenada No. 3421, Zona Playitas, C.P. 22860, Ensenada Baja California, hereby expressly informs you of the following:

### **B. Personal Data Collected and Processed.**

We collect the following categories of personal data for the purposes described in this Privacy Notice:

- 1) Identifiable Data.
- 2) Personal Characteristics Data.
- 3) Business Information Data.

Hotel Coral & Marina does not directly collect the personal data of minors through its web page nor through any other means, and minors must abstain from providing such data. Hotel Coral & Marina only processes the personal data of minors that has been provided by their parents and/or guardians, and always with the consent of the latter.

Parents and/or guardians that provide data regarding minors to the Data Controller, in order to comply with the purposes described in this Privacy Notice, will be informed of the content of said Privacy Notice through the means set forth by applicable law.

The parents and/or tutors may at all times exercise the ARCO rights, or revoke consent to processing the personal data of, minors that was provided in order to enjoy the services and activities available in the facilities of Hotel Coral & Marina.

### **C. Processing Purposes.**

#### a. Primary and Necessary Purposes

1. Managing the corporate and institutional image of the Data Controller.
2. Communication between the Data Controller and the Holder in order to provide information regarding services, fees or promotions.
3. Business research.
4. Generation of publicity campaigns through electronic means.
5. Creation of satisfaction surveys for improving the services offered by the Data Controller.
6. Statistics and historical archiving of publicity and viral campaigns.

#### b. Additional Purposes.



None.

#### **D. Personal Data Transfers.**

Hotel Coral & Marina does not transfer any data to third parties for the purposes indicated in this Privacy Notice.

#### **E. Consent to Data Transfers.**

Your personal data will not be transferred to third parties without your consent, save for the exceptions set forth in Article 37 of the LFPD, and always in compliance with the conditions established in Article 17 of the LFPD Regulations.

#### **F. Exercise of ARCO Rights.**

In all such legally valid cases, you may exercise your Access, Rectification, Cancellation and Opposition (ARCO) rights through the procedures we have implemented.

The corresponding request must comply with the requirements set forth in applicable law, through a written document sent to our Personal Data Officer, to the address indicated in item A of this Notice.

The request should contain and include the following:

- I. Your name, address and other means for communicating our response to your request.
- II. The documentation that confirms your identity or, if applicable, any legal representation.
- III. The clear and concise description of the personal data for which you seek to exercise any of your ARCO Rights; and
- IV. Any other element or document that would allow locating personal data.

The Data Controller will communicate the decision taken within a maximum time period of twenty business days, counted as of the date in which the Data Controller receives your request. If such request proves applicable, it will be valid within fifteen business days as of the date on which the Data Controller communicates a response. In case the information provided in your request proves erroneous or insufficient, or the request does not include the necessary documentation for confirming your identity or the corresponding legal representation, the Data Controller will require remedy of such deficiencies within five business days following receipt of your request, in order to process such request.

In such cases, you will have ten business days to provide such remedy, counted as of the day following receipt. The corresponding request will be null and void if you do not respond within said period.

You may obtain the requested information and personal data through simple photocopies, digital documents in conventional formats (word, PDF, etc.), through restricted and authorized access to the system which processes your personal data, or through any other legitimate means that guarantees and confirms the valid exercise of the requested right.

Alternatively, you may direct your request to the address [derechosarco@hotelcoral.com](mailto:derechosarco@hotelcoral.com), complying with all previously indicated requests, setting the subject heading as "ARCO Rights and/or Revocation of consent". The term for the procedure will be the same as that referred to in the previous paragraph. The use of electronic means for exercising ARCO rights authorizes the Data Controller to answer the



corresponding request through the same means, unless the rights holder expressly and clearly indicates other means.

You are responsible for updating your personal data in possession of the Data Controller. Therefore, you guarantee and are liable for the veracity, preciseness, validity and authenticity of the facilitated personal data, and agree to maintain such data duly updated, informing the Data Controller of any changes.

#### **G. Revocation of Consent.**

You may revoke your consent for processing personal data, without any retroactive effects, in all cases in which said revocation does not imply the impossibility of complying with obligations derived from a current legal relationship between yourself and the Data Controller.

The procedure for revoking consent, if applicable, will be the same as the procedure established in the preceding section for the exercise of ARCO rights.

#### **H. Limitations to the Disclosure of Your Personal Data.**

You may limit the use or disclosure of your personal data by sending the corresponding request to our Personal Data Officer. The requirements for confirming your identity as well as the procedure for processing your request will be the same as those indicated for exercising your ARCO rights.

The Data Controller has the means and procedures to ensure the inclusion of some of your personal data in proprietary exclusion lists, whenever you expressly request such inclusion in these. The Data Controller will grant holders who request registration the corresponding proof of registry.

#### **I. Automatic Means of Collecting Personal Data.**

Hotel Coral & Marina uses cookies in order to ease navigation in its website [www.hotelcoral.com](http://www.hotelcoral.com). Cookies constitute a tool used by web servers for saving and recuperating information. Cookies are stored in the browsers of visitors to the website and allow saving their personal preferences in order to provide a better experience when browsing.

Cookies have an expiration date, which may vary from the duration of a browsing session or visit to a website to a specific date on which they become obsolete. Most cookies used in [www.hotelcoral.com](http://www.hotelcoral.com) are associated only to one anonymous User and their hardware. Such cookies do not provide reference that may allow for deducing the first or last name of the User and cannot read data from a User's hard drive nor include viruses in their text.

We can also collect information using "web beacons", "pixel tags", "clear gifs" or similar means (generally referred to as "web beacons") that allow us to obtain non-personal or aggregate information, such as domain names, the areas of the site you visit, your operating system, the version of the operating system you use, the version of the web browser and the URL prior to your visit. This information is used for improving your experience in the website and for understanding traffic patterns.

You may configure your browser to automatically accept or deny all cookies or to receive an on-screen notice regarding the acceptance of each cookie and therefore decide at that moment on accepting or denying each cookie into your hard drive. We suggest you consult the help section of your web browser to find out how to change the configuration settings on accepting or denying cookies. Even when you configure your browser setting to deny all cookies, or expressly those from [www.hotelcoral.com](http://www.hotelcoral.com), you may



continue to browse the website, with the only inconvenience of not being able to enjoy the functionalities of the site that require the installation of any such cookies. In any case, you may eliminate cookies from [www.hotelcoral.com](http://www.hotelcoral.com) placed in your hard drive at any moment, by following the procedure indicated in the help section of your browser.

#### **J. Modifications or Updates to this Comprehensive Privacy Notice.**

The Data Controller may modify, update, extend or, in any way, change the content and reach of this Privacy Notice, at any time and the sole discretion of the Data Controller. In such cases, Hotel Coral & Marina will publish such changes in the website [www.hotelcoral.com](http://www.hotelcoral.com), in the section “Privacy Notices”.

Changes to the Privacy Notice may also be communicated through email, whenever such means has been established as a communications channel between yourself and the Data Controller, during the term of a legal relationship.

Last update: October 2, 2018.