

Privacy Policy

For Lamarr you are the most important. The security of your personal data, privacy and trust are our priority, that is why we protect your information by continually reviewing and improving our policies and security processes both physical and electronic information.

For this reason and in accordance with Article 15 of the Federal Law on Protection of Personal Data held by Private Parties (hereinafter the “Act”) and Article 23 of its Rules of Procedure (hereinafter the “Regulations”), this Privacy Notice is issued in the form and terms indicated below:

1 IDENTITY:

For purposes of this notice, Lamarr, (hereinafter the agency) is responsible for the collection, use (access action, management, use, transfer, or disposal of personal data) disclosure or storage of personal data (hereinafter the “Treatment”), by any means.

2 ADDRESS:

For purposes of this privacy notice, the agency identifies as its address located in Centraal, Zamora 187, Condesa, Cuauhtémoc, 06140 Ciudad de México.

3 PERSONAL DATA THAT MAY BE COLLECTED:

Lamarr collects from you or collects the personal information necessary for the performance of operations and service delivery, as well as holding other acts Lamarr can be carried out in accordance with the Act and its Bylaws. The said personal data can be obtained or may have been obtained from you, either

personally or manner, directly through any optical means, electronic, audio, visual, or through any other technology. Similarly, Lamarr can obtain personal of which you hold data through third parties and other sources permitted by law, including the Credit Information Company.

The personal data treated by Lamarr, are as follows: General identification data, references and contact details, employment details, academic records, financial or economic data, data on your credit history, which will be sought in the documents used to formalize the recruitment and retention of legal relationship arises.

Regarding data references and contacts, such as your full name and personal references of the holder, so that the latter states they have permission from their personal references to provide such data to Lamarr in order to confirm the information provided by the holder to Lamarr. Therefore, the owner disclaims any responsibility to Lamarr by the data processing of personal references, which confirms with his signature below this notice.

4 PURPOSE OF PROCESSING OF YOUR PERSONAL DATA:

The treatment of your personal data, mainly be for granting services provide Lamarr, to comply with obligations arising therefrom, care legal requirements of competent authorities, notifications of changes in conditions and maintenance of the legal relationship is attained and to perform any additional or ancillary activity needed to achieve the above purposes.

The primary goals that gave origin and are necessary for the maintenance and enforcement of the legal relationship between the holder and Lamarr, are: i) all

formalities related or credits that Lamarr granted to the holder, including identification and knowledge of / the holder; ii) or consultation Societies and Credit Information and credit history information from / a) holder; iii) prevention and / or detection of fraud or other unlawful detriment of Lamarr and / or / the holder; iv) insurance contracts by Lamarr and / or the holder which are unavoidable and / or related or credits and / or that are independent and / or additional to these; v) measuring the quality and / or service, statistics, marketing and / or reporting of and / or Lamarr that relate to or credits and / or holder; vi) make inquiries, investigations and / or reviews of the activities, operations, complaints and / or grievances / the owner or related claims; vii) the extrajudicial collection and / or judicial or credits of the holder; viii) compliance with laws, regulations and applicable laws.

Additionally, your personal data may be used for marketing purposes, advertising, market research, to submit such data to Insurance Institutions or guardian, in order that they are in a position to assess the risk of any given assurance or While the origin of the profit rate applied in case of accident, or any right over the contracted service; as well as for the design, development and offering of new products, surveys and studies, and participation of our non-profit activities, both those related to the objectives described affiliates, subsidiaries, holding companies, business partners and brokers. Such additional purposes, are not necessary for the maintenance and enforcement of the legal relationship between Lamarr and the holder of personal data. In case you do not want your personal data is treated for these additional purposes, please state the holder if you want your personal data are processed for the aforesaid purposes. The

refusal to use your personal information for these purposes cannot be a reason to deny you services and products you request or contract with Lamarr.

Also, the treatment of personal data shall be as necessary, appropriate and relevant to the purposes set out in this privacy notice, as well as the various purposes which are compatible or complementary related services provided by Lamarr.

The processing of personal data shall: (i) the fulfillment of the purposes set out in this privacy notice, and (ii) for various purposes which are compatible or complementary to those set out in this privacy notice, without being required to do so getting back in its case, the consent of the owner.

5 TRANSFER OF PERSONAL DATA:

Lamarr may transfer your personal data to third parties established inside or outside of Mexico, which will provide services necessary for its proper operation and its affiliates, subsidiaries, holding companies, insurance companies for insurance contracts related products Lamarr, commercial or commission members.

Lamarr is committed to ensuring that all legal protection principles are met regarding the transfer of personal data and expresses its commitment to be respected at all times, for us and for our business partners, this notice of privacy and the purposes for which the holder held his treatment.

National or international transfers of data considered sensitive, will be made with the express consent of the owner, which is manifested through the acceptance of

this privacy notice. Also in relation to other data collected, may be carried out without the consent of the holder, among other cases where: (i) is provided for in a law or treaty in which Mexico is a party; (ii) so required by a warrant duly founded and motivated, (iii) to make orders for payment through offices collection, (iv) for the provision of services, (v) Lamarr grants warranty rights that to their advantage arising from contracts concluded, (vi) to query and verification of data and information provided by the holder, (vii) has insurance contracts, (viii) is necessary for the prevention or medical diagnosis, the provision health care, medical treatment or management of health services; (ix) be made to holding companies, subsidiaries or affiliates under common control of the official in question, or a parent company or any investor operating under the same processes and internal policies Lamarr; (x) necessary by virtue of a contract concluded or to be concluded in the interest of the holder, by the responsible

6 WAYS TO EXERCISE RIGHTS HOLDER:

You as the holder or his duly accredited legal representative may limit the use or disclosure of your personal information. They may exercise, where appropriate, their rights of access, rectification, cancellation and opposition by written request to be present in any branch of Lamarr or send by mail to Central, Zamora 187, Condesa, Cuauhtémoc, 06140 Ciudad de México, or send email to the following address hello@lamar.com.mx, which shall contain the following: (i) Name and address of the owner or other means to communicate the answer to the application; (ii) documents proving the identity or, where appropriate, legal representation of the holder; (iii) a clear and precise of personal data for which disclosure is seeking to exercise any of the above rights, and (iv) any other item or document that facilitates the location of personal data.

The procedures for both exercise their rights of access, rectification, cancellation and opposition to the withdrawal of consent will be announced via the above media after receiving your request. The exercise of any such right is no prerequisite or prevent the exercise of another right.

7 WAYS TO EXERCISE OPTIONS AND TO LIMIT THE RIGHTS AND / OR REVOKE YOUR PERSONAL DATA TREATMENT:

Whenever you consider it appropriate, it may apply in writing to any branch of Lamarr, to limit or revoke its consent to the processing of personal data and / or sensitive data with complementary purposes identified in the this privacy notice.

Similarly, you will always have the option to limit the use of your personal data for marketing purposes by registering in the Register of Members (Reus) by National Commission for Protection of Users of Financial Services.

He /She holder may register in Reus through the means set forth in the following website:<http://portal.condusef.gob.mx/reus/ReusDW4/index2.html>

8 MODIFICATIONS TO PRIVACY NOTICE:

Lamarr reserves the right to make changes at any time, or changes to this privacy notice. Any changes made to this notice will be disclosed to you through any of the following means: (i) visible advertisements in our branches and establishments; or (ii) a message in your statement; or (iii) our website: <http://www.lamar.com.mx>