

## PRIVACY STATEMENT

In accordance with the applicable data protection and privacy laws, particularly the Federal Law on Protection of Personal Data Held by Individuals and its Regulations, it is hereby acknowledged that, PEDRO HÉCTOR DÍAZ CARRILLO, hereinafter "HÉCTOR" DÍAZ ", with registered address at Paseo del Amanecer, Coto Sonee Int. 63, Col. Solares, CP 45019, Zapopan, Jalisco, is responsible for the collection and use of your personal information.

Therefore, he has adopted appropriate technical and organizational security measures to protect the personal information of his clients and collaborators, as well as any other person who accesses the websites described below:

- a) [www.hectordiaz.com.mx](http://www.hectordiaz.com.mx)
- b) [www.hectordiaz.life](http://www.hectordiaz.life)
- c) [www.hectordiaz.video](http://www.hectordiaz.video)
- d) [www.hectordiaz.photo](http://www.hectordiaz.photo)
- e) [www.hectordiaz.co](http://www.hectordiaz.co)
- f) [www.hectordiaz.design](http://www.hectordiaz.design)
- g) [www.hectordiaz.art](http://www.hectordiaz.art)
- h) [www.corporativohectordiaz.com](http://www.corporativohectordiaz.com)
- i) [www.preservesuhistoria.com](http://www.preservesuhistoria.com)
- j) [www.videospromocionales.mx](http://www.videospromocionales.mx)

The foregoing in order to avoid the loss, alteration, misuse, unauthorized access, disclosure or alteration of personal information that he may require in connection with the services he offers.

The personal information, hereinafter "THE INFORMATION", requested through agreements, phone calls, forms and/or any other source, may include your full name, age, gender, landline / cell phone, e-mail address, Facebook ID, Twitter, Instagram and / or LinkedIn, address, tax number (RFC) among other collected by "HÉCTOR DÍAZ" will be used and protected according to the provisions of the Federal Law on Protection of Personal Data Held by Individuals and its Regulations.

"THE INFORMATION" will be concentrated in a database and will be used to identify the user in business relations contracted with "HÉCTOR DÍAZ" as well as for marketing purposes, with the aim of "HÉCTOR DÍAZ" by himself or by a third party can conduct the necessary activities for the fulfillment of his commercial objective.

**In that sense, personal information will be collected in order to:**

- Keep a database.
- Create a client portfolio.
- Draft agreements for services supply and/or Collaboration.
- Provide the requested services.
- Generate invoices and track the client's payments.
- Notify the client about our services or changes in them.
- Send advertisements through email, banners, mobile devices and other electronic media.
- Conduct research and market studies.
- Formulate questionnaires and interview the users.
- Send estimates.
- Notify you about events organized by "HÉCTOR DÍAZ".
- Improve customer service and display welcome messages.
- Notify about new services related to those already contracted by the client.
- Keep a record of complaints and suggestions from our services through phone calls and/or emails.
- Follow up all the complaints, suggestions or requests about our services.
- Maintain control over the calls we make or receive from the client to monitor our service and future clarifications.

**The following are personal information and/or sensitive personal information (\* considered sensitive) that we may request from you in your capacity as owner for the general purposes described in this Privacy Statement:**

- Social reason
- Full name
- Family or friends names
- Address
- Between which streets is your address, for a better location
- Zip code
- Neighborhood
- City

- State
- Phone number
- Tax number (RFC)
- Signature
- Email address

### **Additional information collected for Customer Service:**

- Doubts.
- Complaints.
- Comments.

### **Additionally information collected for Social Media:**

- The social media in which the client follows "HÉCTOR DÍAZ"'s accounts.
- When you interact with the social media posts of "HÉCTOR DÍAZ" we will have access to your user account; as well as the personal information that you have decided to share on it. For the purposes of the foregoing, the following will be considered as interactions:
  - Comments.
  - "Likes".
  - Followers.
  - Video reproductions.
  - The most popular publication.

### **As well as all the personal information or sensitive personal information (\*considered sensitive) contained in the following documents:**

- \* Copy of official ID
- \* Checks

"HÉCTOR DÍAZ" is committed to ensure that all the sensitive personal information collected by him is used with the security measures required to guarantee confidentiality.

Taking into consideration the foregoing and in compliance with the Law, "HÉCTOR DÍAZ" is committed to regard your personal information and / or sensitive personal information to:

I. Respect and safeguard the principles of legality, consent, information, quality, purpose, loyalty, proportionality and responsibility with regarding personal, financial or sensitive information he has access to;

II. Use the personal information in accordance with the provisions of the Law and the policies of "HÉCTOR DÍAZ";

III. Maintain the confidentiality of personal information and use it exclusively for the purposes it was requested or obtained for;

IV. Abstain from collecting any personal information that is not necessary for the aforementioned purposes;

V. To follow, in accordance with the provisions of the Law, the procedures related to the exercise of ARCO Rights;

VI. Establish and maintain all the necessary security measures to protect personal information;

VII. Notify the owners of any security breach of their information that may affect the economic and moral rights they have.

"THE INFORMATION" may be transmitted and/or provided to other companies that are part of the same commercial group or external companies that provide services to "HÉCTOR DÍAZ" in order to carry out the commercial activity of "HECTOR DÍAZ". Taking into consideration the foregoing, external companies cannot use the information provided by "HÉCTOR DÍAZ" in a different manner from what it is established in this Privacy Statement. These transfers of Personal Information will be made considering all the appropriate security measures according to the principles specified in the Federal Law on Protection of Personal Data Held by Individuals, its Regulations, and the Guidelines of the Privacy Statement.

The information may also be transmitted only and exclusively in cases that are previously mentioned in the Federal Law on the Protection of Personal Data Held by Individuals.

It is important to mention that the websites: [www.hectordiaz.com.mx](http://www.hectordiaz.com.mx); [www.hectordiaz.life](http://www.hectordiaz.life); [www.hectordiaz.video](http://www.hectordiaz.video); [www.hectordiaz.photo](http://www.hectordiaz.photo); [www.hectordiaz.co](http://www.hectordiaz.co); [www.hectordiaz.design](http://www.hectordiaz.design); [www.hectordiaz.art](http://www.hectordiaz.art); [www.corporativohectordiaz.com](http://www.corporativohectordiaz.com); [www.preservesuhistoria.com](http://www.preservesuhistoria.com) and [www.videospromocionales.mx](http://www.videospromocionales.mx) use technologies through which it is possible to recognize the regular users, track their browsing behavior, customize the information and advertisements to provide a better service and experience when browsing on our site as well as offer you new products and services based on your preferences.

We inform you that the personal information we obtain from these tracking technologies are the following:

- Your browser and operating system.
- The websites you visit.
- The links you follow.
- The IP address.
- The site you visited before access ours.
- Information of the electronic mobile device.
- Visits.
- Viewed pages.
- Average duration of the visit.
- Percentage of new visits.
- Bounce rate.
- Demographic data:
  - Language.
  - Location.
- Behavior:
  - New visitors VS. Regular visitors.
  - Frequency of visits.
- Technology:
  - Browser and operating system.
  - Internet provider.

These technologies can be disabled. To know how to do it, please consult the following information:

### **Microsoft Internet Explorer**

If you need more information on how to perform this process on INTERNET EXPLORER, we recommend you visit the following link, [click here](#).

## **Mozilla Firefox**

If you need more information on how to perform this process in MOZILLA FIREFOX we recommend you visit the following link, [click here](#).

## **Google Chrome**

If you need more information on how to do this process in GOOGLE CHROME, we recommend you visit the following link, [click here](#).

## **Safari**

If you need more information on how to perform this process in SAFARI we recommend you visit the following link, [click here](#).

In case you wish to limit the use or disclosure of your personal information, exercise your access, rectification, cancellation rights regarding "THE INFORMATION", as well as to oppose the use of them or to revoke previously granted consent for this purpose; you may do so by sending us a request under the terms established in article 29 of the Law on Protection of Personal Data in Held by Individuals to our email address:

[direccion@corporativohectordiaz.com.mx](mailto:direccion@corporativohectordiaz.com.mx)

For this reason, we ask you to confirm the reception of your e-mail by phone, at + (52) (33) 31 18 48 53. Once we have received the aforementioned request it will be answered according to the provisions of article 32 of the cited Law.

You have the right to:

- a) **Right of Access.** It is possible when the owner wishes to know which of its information is susceptible of use by the responsible person, the information's origin, the communications sent and received, the objectives of the use, the privacy statement that governs its use and other conditions and generalities of it. The right of access will be fulfilled by making available the requested information for the owner or his representative or even by delivering simple copies or in any other format at the registered address of "HÉCTOR DÍAZ". Previous identification of the owner or his legal representative may be needed.

- b) **Right of Rectification.** It occurs when there are inaccurate or incomplete information in the databases of "HÉCTOR DÍAZ". The owner of the information must indicate the information that needs to be rectified and provide the documentation which supports the request.
- c) **Right of Cancellation.** It occurs when the personal information is no longer needed for the fulfillment of the purposes for which it was collected. The Federal Law on Protection of Personal Data in Held by Individuals establishes situations in which cancellation may not be possible. The cancellation of personal information will result in a blocking period after which the data will be deleted. The blocking period will be equivalent to the limitation period of the actions derived from the legal relationship on which the use is based. If there has previously been an information transfer to another person in charge, "HÉCTOR DÍAZ" will send to whom it concerns the necessary information previously established.
- d) **Right of Opposition.** The owner could oppose to the processing of their personal information in certain situations (for example: for marketing purposes, advertising, marketing studies, commercial prospecting, among others). As a result, the owner would be recorded in the corresponding Exclusion List to ensure that their data does not continue to be processed for the purposes you opposed to.
- e) **Right to Revoke Consent.** Quit the processing of personal information, and inform the managers of the mentioned revocation, so that they can do what is necessary.

To know more about the procedures, mechanisms, requirements and deadlines to exercise your ARCO Rights, you can contact "HÉCTOR DÍAZ" through the following email address: [direccion@corporativohectordiaz.com](mailto:direccion@corporativohectordiaz.com), or through the following phone number +(52) (33) 31 18 48 53 in order to obtain all the details of the mentioned procedure.

"HÉCTOR DÍAZ" reserves the right to make amendments or updates to this Privacy Statement at any time, in case of new laws, domestic policies or new requirements that are necessary to continue with the business relationship or continue providing our services.

These modifications will be available to the public through the following sources:

a) Through our websites:

- [www.heckordiaz.com.mx](http://www.heckordiaz.com.mx)
- [www.heckordiaz.life](http://www.heckordiaz.life)
- [www.heckordiaz.video](http://www.heckordiaz.video)
- [www.heckordiaz.photo](http://www.heckordiaz.photo)
- [www.heckordiaz.co](http://www.heckordiaz.co)
- [www.heckordiaz.design](http://www.heckordiaz.design)
- [www.heckordiaz.art](http://www.heckordiaz.art)
- [www.corporativoheckordiaz.com](http://www.corporativoheckordiaz.com)
- [www.preservesuhistoria.com](http://www.preservesuhistoria.com)
- [www.videospromocionales.mx](http://www.videospromocionales.mx)

b) Through e-mail.

c) Through our phone number.

If you believe that your right of protection of personal information has not been completely fulfilled by any behaviors, actions or responses of our collaborators, or you think that in the processing of your personal information there is any violation of the Law, you may file the corresponding complaint before the Federal Institute of Information Access (IFAI). For further information, please visit the page: <http://www.ifai.org.mx>

By visiting the website (s) you are accepting and consent to the practices and provisions set out in this Privacy Statement.