

Privacy Notice

In accordance with the provisions of the Federal Law on the Protection of Personal Data held by Individuals (the "Law"), and in compliance with the obligation of Avaxis Systems, S de R.L. de C.V. ("AVAXIS"), company responsible of protecting the personal data of customers, affiliates and/or beneficiaries of any of the services provided by Demostración, S.A., we hereby allow ourselves to make of your knowledge the following:

1. Responsible for the processing of your personal data:

The responsible person for the processing of your personal data is the company named Avaxis Systems, S de R.L. de C.V. ("AVAXIS"), a company incorporated in conformance of Mexican laws, provides corporate administrative services for certain hotels, resorts and various companies in Mexico

AVAXIS has its address in Shakespeare, 149 Colonia Anzures, Ciudad de México, CP 11590

Likewise, AVAXIS has designated a department in charge of the custody of personal data to the interior, same department that will be in charge of handling and processing your requests, communications and everything related to this Privacy Notice.

To this end, the Department of Personal Data provides at your disposal the following forms of contact and receipt of information and related documentations:

- Email: atencionalcliente@avance.com.mx
- Address and Telephone: Shakespeare, 149 Colonia Anzures CP 11590
- Telephone: +52 55 5255 2555
- Attention: Alejandra Rojas

2. Content of personal data:

For purposes of the present notice, it is understood as personal data any information concerning the natural person that provides us with it. Therefore, including but not limited, the following shall be understood as personal data:

2.1. General Data.

Names and last name, birth date, gender, marital status, existence or not of children, home address and office, telephone (home or office), cell phone, email, information related to lifestyle (i.e., room preferences, leisure activities, names and ages of children), as well as information that is necessary to meet special requests, such as sanitary conditions that require special rooms, among other similar data concerning his person.

2.2. Related data to the purchase of our products and services.

In the event that you require any of the products and services offered by Avaxis Systems, S de R.L. de C.V., in addition to the general data, it will be considered personal data those related with credit and bank cards, such as cardholder name, card number, card expiration date, card type, security code and any other information necessary for the purchase of products and services.

The above personal data will only be subject to the purposes of the processing of your personal data, as defined later in this Privacy Notice, for all the time necessary to complete such transaction or while the commercial or contractual relationship remains; so that, once its effects have ceased to the entire satisfaction of the parties, these data may be removed from the AVAXIS databases.

2.3. Sensitive data

AVAXIS does not collect sensitive personal data.

Social networks:

The social networks constitute a communication and interconnection platform between digital platforms of the different users, reason why they are beyond AVAXIS and, therefore, they are not under its responsibility.

The information you provided within social networks in which AVAXIS participates as a user, does not constitute or form part of the personal data subject to the protection of this Privacy Notice, being the responsibility of the company that provides this platform and of whom publishes it.

Way of gathering or obtaining personal data:

Personal data will be gathered or obtained by AVAXIS: (i) Personally by filling out the formats and/or by collecting the required information or documentation; (ii) Directly when you use our services online, or visit our website: www.avance.com.mx, by sending formats and/or information or documentation via e-mail, fax or any other remote mean or; (iii) Indirectly through the transfer by a third party abroad that collects the data in the name of Avaxis Systems, S de R.L. de C.V., through a third party that provides us with its data as reference for the purchase of our products and services, or through any sources of public access.

Use of cookies:

In addition, AVAXIS uses different Internet tools, such as "cookies", visitor counters and diverse technology that is sent and stored on your hard drive. This will automatically retrieve and record Internet usage information when you visit our website. The information, including your IP Address, referral website, visited pages and visit time, gives us the information of how you use and navigate through our website, in order to be able to monitor, personalize and increase your experience on the website. Such information is not personal data, unless it is associated with other information by means of which it can be personally identified.

Most of the browsers are initially set to accept "cookies". Your browser can be set to notify you when you receive a "cookie", to give you the opportunity to decide whether to accept it or not. You have the option to reject our "cookies", and still be able to use our website.

Consequences of not counting with your personal data:

It should be noted that if the information referred to in this section is not available, AVAXIS will not be able to provide the services or to provide the products that you requested, so they are indispensable for these purposes.

3. Purposes of processing your personal data:

In accordance with what is established in the Law, it is considered processing of personal data the collection, use, disclosure or storage of personal data, by any means. The use covers any access action, handling, use, transfer or disposition of personal data.

Through this Privacy Notice, AVAXIS declares the following as purposes of processing your personal data

- a) Provide services by Avaxis Systems, S de R.L. de C.V., such as operation procedures (for example, meet a request for information, supply a product order);
- b) Perform the charges to bank cards, invoice the products and services acquired by you;
- c) Fulfill the obligations contracted by and before you;
- d) Send you our notifications; such as surveys and promotional offers;
- e) Market and issue notifications with and towards you, in relation to products and services (and changes thereto) provided by Avaxis Systems, S de R.L. de C.V., as well as its strategic marketing partners and other reliable third parties;
- f) Offer you tenders and special offers for your voluntary participation; and,
- g) Conduct market researches through surveys, in order to give a better service to your needs, improving the effectiveness of our websites, your hotel experience, evaluate the quality of the service, our various types of announcements, advertising campaigns and/or promotional activities.

The processing by AVAXIS of your personal data will be limited to the fulfillment of the purposes set forth herein this Privacy Notice, and will be subject to the following:

- In the event that AVAXIS intends to treat your personal data for the purposes indicated in the subparagraphs d), e), f) and g) above, or for an end other than those established in this section, AVAXIS will need to obtain your consent, in terms of the following section.
- It will be the one that is necessary, adequate and relevant for the purposes described in this Privacy Notice.

4. Making available the Privacy Notice and consent for the processing of your personal data:

In order for AVAXIS to carry out the processing of your personal data, you must make available the contents of this Privacy Notice, under the terms indicated below.

In addition to the foregoing, in the exclusive assumption that AVAXIS intends to treat your personal data for the purposes indicated in subparagraphs d), e), f) and g) of section 3 above, AVAXIS must obtain your consent in accordance with the following:

4.1. Personal or direct form.

In cases where AVAXIS collects your data in a personal or direct way, in accordance with the provisions of fractions (i) and (ii) of section 2., AVAXIS will immediately or in that moment disclose the content of the present Privacy Notice or an extract, either through the formats in which those data are collected, or through the platform that you have used to provide us with your data directly; respectively.

4.2. Indirect form.

In cases where AVAXIS obtains your data by indirect forms, in accordance with what is indicated in fraction (iii) of section 2., AVAXIS will make available to you the content of this Privacy Notice, by e-mail, fax or through any other remote mean that acts on the data obtained by indirect ways.

Tacit consent:

Once the Privacy Notice has been released in accordance with items 4.1 and 4.2, you will have a period of 5 calendar days to express your refusal to the processing of your personal data, which can be done through our email atencionalcliente@avance.com.mx. In the event that AVAXIS does not receive your refusal in terms of the above, it will be understood that you have given us your tacit consent for the processing of your personal data, in accordance with the purposes set forth herein.

Express consent:

However, AVAXIS will be able to implement the necessary measures so that you can express in that moment your *express* consent to the processing of your personal data, whether through printed or electronic means. In case of obtaining

your *express* consent, the provisions of the previous paragraph will not be applicable.

In addition to acquainting you the Privacy Notice in conformance with the foregoing, or when AVAXIS does not count with your e-mail, fax or other remote mean, or when your personal data is erroneous or in disuse and does not allow us to contact you, AVAXIS will make available to you the present Privacy Notice or an extract through its web page www.avance.com.mx, of visible announcements in Avaxis Systems, S de R.L. de C.V. establishments; or it may be obtained at the front desk of such establishments, so that, once you are aware of its contents, we may obtain your consent in conformance with this section,

4.3. Previous Customers.

To all customers of Avaxis Systems, S de R.L. de C.V., that on previous dates to the notification or publication of this Privacy Notice, have provided us with their personal data in a personal or direct form or we have obtained them in an indirect form, regardless of the means, they will be given the Privacy Notice in accordance with what is established in this section, for the purpose of obtaining their consent so that AVAXIS continue processing their personal data.

Consent exception:

We inform you that your consent will not be necessary for AVAXIS to process your personal data for the purposes indicated in subparagraphs a), b), and c) of section 3 above.

5. Procedure for consent revocation:

At any time you may revoke the consent you have given us for the processing of your personal data, so that we stop making use of them. You may send the respective application in accordance with the procedure established in section 8 of this Privacy Notice.

The exercise of this right of revocation will not affect in any way the processing of your personal data by AVAXIS, when this processing is carried out for the purposes indicates in subparagraphs a), b) and c) of section 3.

6. Actions to prevent unauthorized use or disclosure:

In order to guarantee the protection of your personal data and to limit the unauthorized use or disclosure of thereof, AVAXIS continuously carries out and will carry out the following actions:

- a) Confidentiality of the information: AVAXIS will keep confidentiality with respect to your personal data collected, same that will continue even after completing their commercial or other relations with you.
- b) Notification of confidentiality: In the event that, for any reason, AVAXIS is required to provide your personal data to third parties (in terms provided in the Law or in this Privacy Notice), AVAXIS will notify those third parties of the obligation to comply with the provisions of the Law, the Notice and the confidentiality of your personas data.
- c) Administration of databases: Personal data are managed and protected through the use of databases, which are administered only by the persons designated by AVAXIS for this purpose, without allowing their use, consultation, management or access to unauthorized persons.
- d) Computer and computer systems: AVAXIS databases are protected by firewalls and computer systems and/or computer systems aimed at preventing and avoiding that outsiders and unauthorized persons from AVAXIS can access to your personal data.

7. Use limitation or disclosure of personal data:

In case you wish to limit the use or disclosure of your personal data in relation to one or more of the purposes of processing personal data, you can send the respective request in accordance with the procedure established in section 8 of this Privacy Notice.

The exercise of this right of use limitation and disclosure will not affect in any way the processing of your personal data by AVAXIS, when this treatment is carried out for the purposes indicated in subparagraphs a), b), and c) of section 3.

8. Rights of access, rectification, cancellation or opposition of data (ARCO):

In terms of what is established in Chapter III of the Law, you have the right to access, rectify, cancel or oppose to the processing of your personal data.

To do so, you may submit or send to the Personal Data Department a request for access, rectification, cancellation or opposition, which must contain at least:

- a. Your full name and address, or other means for notifying the response to your request.
- b. Documents that prove your identity or legal representation of who appears for you.
- c. Clear and precise description of the personal data in respect of which it is sought to exercise any of the aforementioned rights, or in respect of which it is intended to limit use or disclosure.
- d. Any other element or document that facilitates the location of personal data.
- e. In case of request for rectification of data, also indicate the modifications to be made and provide the documentation that supports the request.

Within a period of time no more than 20 days from the date the request was received, AVAXIS will notify you of the adopted determination. If it proves to be applicable, AVAXIS will have a period of 15 days following the date on which the response is notified, in order to make it effective.

AVAXIS responses may be notified by the same medium for which the respective request was made.

The above terms may be extended by AVAXIS only on a single occasion for an equal period of time, provided always that the circumstances of the case so warrant.

The procedure must be discharged in the terms established by the Law, emphasizing that the obligation of access to the information will be fulfilled by AVAXIS when the personal data are available to its disposition, or by the issuance of simple copies, electronic document or by any other means.

You may submit a request for data protection to the Federal Institute for Access to Information (IFAI for its acronym in Spanish) for the response received or non-response from AVAXIS. Said request must be submitted within 15 business days following the date on which AVAXIS is informed or shall be informed of the response, and will be subject to the provisions of the Law.

9. Personal data update:

To ensure that your personal information is accurate and up to date, we invite you to update your information regularly. You can update your personal data by contacting us at the email atencionalcliente@avance.com.mx.

10. Privacy Notice changes:

AVAXIS reserves the right to make modifications or changes to this Privacy Notice, at any moment, to incorporate new purposes of data processing, internal policies, new requirements for the submission or offering of its products and services, or for commercial practices.

Therefore, in case AVAXIS will modify the content of this Privacy Notice, AVAXIS will make it known through any of the ways and means established in section 4 of this Notice.

This Privacy Notice was last updated on April 5, 2016

11. Personal data transfer:

In the event that AVAXIS will transfer your personal data in order to carry out the purposes of the treatment set forth in this Privacy Notice, it will do so upon the conclusion of confidentiality agreements with third parties and, as long as: (i) We obtain your prior consent; and (ii) The person to whom it is transmitted agrees to submit the processing of personal data to this Privacy Notice.

Consent:

If you do not state your refusal to transfer your personal data, according to the deadlines and forms provides in section 4, it will be understood that you have given your *tacit* consent to do so.

However, the foregoing, AVAXIS may implement the necessary measures so that you can state your *express* consent for the transfer of your personal data

Exception to consent:

It should be noted that your consent to the transfer of your personal data will not be necessary when AVAXIS requires transmitting them in the cases referred in the article 37 of the Law.

- I accept the processing of my personal data according to the Privacy Notice:

- I accept that my personal data is shared with AVAXIS affiliates to receive promotions and publicity: