

○ **PRIVACY NOTICE**

This Privacy Notice is issued in compliance with the provisions of the Federal Law on Protection of Personal Data Held by Private Parties (hereinafter referred to as the "Law") and its regulations (the "Regulation").

○ **RESPONSIBLE PARTY**

BLU ASISTENCIA, S.A. DE C.V. (hereinafter "**BLU ASISTENCIA**"), with address at Boulevard Adolfo Ruiz Cortines No. 3720, Tower 2, 7th Floor, Jardines del Pedregal, Álvaro Obregón, Mexico City, Zip Code 01900, and website www.bluassistance.com, is responsible for collecting the personal data you provide, as well as for their use, processing, and protection. This is due to the relationship that **BLU ASISTENCIA** has with you as a client or supplier.

Our Data Protection Officer is the Department of Personal Data and is located at the aforementioned address. You can contact them at the indicated address or via email at privacidad@bluassistance.com.

Respecting your privacy and safeguarding the information and personal data we collect are priorities for **BLU ASISTENCIA**.

WHAT PERSONAL DATA WILL BE COLLECTED?

- **BLU ASISTENCIA** will collect the personal data you provide when using any of our online services, specifically the website www.bluassistance.com, in writing and/or by telephone. These may include, but are not limited to: personal data, full name, gender, date of birth, address, phone numbers, employment information, company, position, email address, financial information, tax identification number (R.F.C.), vehicle information, vehicle registration, etc.

If the contracted service or services require it, **BLU ASISTENCIA** may collect and transfer personal data classified as sensitive by the Law, informing you of this and observing the treatment indicated by said Law.

The information provided must be truthful and complete. You will be responsible for the data provided, and in no case will **BLU ASISTENCIA** be responsible for their veracity. In order to keep your data up to date, **BLU ASISTENCIA** may collect information from other sources, such as credit information companies.

PURPOSES OF THE PERSONAL DATA

- We will use the personal data we collect from you for the following purposes, which are necessary for the requested service:
 - Providing assistance services
 - Administrative service provision

This Privacy Notice always complies with the principles of legality, consent, information, quality, purpose, loyalty, proportionality, and responsibility in the processing of personal data.

We inform you that, if necessary, in order to provide the services properly, your personal data may be shared within or outside the country with the following individuals, companies, organizations, or authorities, different from us, to support us in carrying out our professional activities:

- Service-requesting companies
- Related companies or parties, subsidiaries, and business partners
- Authorities

Furthermore, we inform you that, only in the event of any of the cases described in Article 37 of the Federal Law on Protection of Personal Data Held by Private Parties, we may share your data without your consent.

USE OF TRACKING TECHNOLOGIES ON OUR WEBSITE

- We inform you that on our website www.bluassistance.com, we use cookies, web beacons, or other technologies through which it is possible to monitor your behavior as an internet user, as well as to provide you with a better service and browsing experience on our website.

The personal data we collect through these technologies will be used for the following purposes:

- Issuing fiscal receipts.
- Invoicing.
- Requesting services, inquiries, or quotes related to the services we provide.

The personal data obtained from these tracking technologies includes:

Full name, username, file number, email address, login passwords, date of birth, and RFC (tax identification number).

Cookies are small pieces of information that are sent by a website to your browser and stored on your computer's hard drive. They are used to determine your preferences when connecting to our site's services and to track certain behaviors or activities performed by you on our sites.

In some sections of our site, we require you to enable cookies as certain functionalities require them to work. Cookies allow us to:

a) Recognize the user when entering our sites and offer a personalized experience, **b)** Know the user's specific site settings, for example, cookies allow us to detect the bandwidth that the user has selected when entering the homepage of our sites, so we know what type of information is advisable to download, **c)** Calculate the size of our audience and measure certain traffic parameters. Each user who accesses our sites acquires a cookie that is used to determine the frequency of use and the sections of the sites visited, thus reflecting their habits and preferences. This information is useful to us for improving content, headlines, and promotions for users.

Cookies also help us track certain activities. For example, in some of the online surveys we launch, we may use cookies to detect if you have already filled out the survey and avoid displaying it again if you have. However, cookies allow you to take advantage of the most beneficial features we offer, so we recommend leaving them enabled.

The use of cookies will not be used to identify users unless potential fraudulent activities are being investigated.

In the case of using cookies, the "help" button found in the toolbar of most browsers will tell you how to prevent accepting new cookies, how to make the browser notify you when you receive a new cookie, or how to disable all cookies.

USE OF INFORMATION

- BLU ASISTENCIA will use the information and personal data to carry out identification and verification purposes, contact you, offer and deliver our products and services, inform about discounts, promotions, changes in conditions, and identify purchase history. We will also conduct internal studies on demographic data, interests, and behavior of our users as a whole, prevent, detect, and report acts, omissions, or operations that could favor, provide assistance, aid, or cooperation of any kind for the commission of a crime, among others.

By accepting the terms and conditions of this Privacy Notice, you give your consent for the processing of your personal data. You accept the collection, use, disclosure, processing, and transfer of your personal information in accordance with the terms of this Privacy Notice.

If you provide any type of personal information related to another person, you hereby declare and accept that you have obtained the corresponding legal consent from that person.

BLU ASISTENCIA may transfer or share your information and personal data with national or foreign third parties, subsidiaries, and affiliates of BLU ASISTENCIA; service providers for promotional and marketing activities of our products and services; by requirement of an authority and for the fulfillment of obligations derived from a legal relationship between the data subject and any of the companies of BLU ASISTENCIA.

In this regard, BLU ASISTENCIA may hire one or several third parties to support the promotion and marketing activities of our products and services, as well as the management and administration of personal data through any means. Therefore, BLU ASISTENCIA may even provide them with such third parties solely to fulfill the provision of the contracted services.

LIMITATION OF USE AND DISCLOSURE OF INFORMATION

- In our promotion notification program, offers, and services through email, only BLU ASISTENCIA has access to the collected information. This type of advertising is carried out through notices and promotional email messages, which will only be sent to users and registered contacts for this purpose. This indication may be modified by you at any time by sending an email to privacidad@bluassistance.com. Occasionally, offers from third parties that are our business partners may be included in the sent emails.

SECURITY MEASURES FOR THE SAFEGUARD OF YOUR INFORMATION

- The security and confidentiality of the data that users provide when contracting a service or purchasing a product online will be protected by a secure server under the Secure Socket Layer (SSL) protocol. This way, the transmitted data will be encrypted to ensure its safeguard.

To verify that you are in a secure environment, make sure that an S appears in the navigation bar. Example: <https://>.

However, despite having increasingly secure tools every day, data transmissions over the internet are never 100% secure or error-free. Consequently, BLU ASISTENCIA does not guarantee the security, accuracy, or precision of personal information. However, reasonable physical, electronic, and administrative procedures are applied to protect personal information against accidental or illegal destruction, loss, or alteration, as well as unauthorized disclosure or access.

The protection of the privacy of personal data of minors is particularly important to BLU ASISTENCIA. Therefore, when we become aware of personal data of minors, their treatment will always comply with the guidelines and requirements established by the Law and its Regulation.

BLU ASISTENCIA is not responsible for the content and privacy policies of external sites to its portal.

o **RIGHTS OF ACCESS, RECTIFICATION, CANCELLATION, AND OBJECTION ("ARCO")**

You have the right to access, rectify, and cancel your personal data at any time, as well as to object to their treatment or revoke the consent you have granted us for this purpose, through a request by email to the address privacidad@bluassistance.com or by mail to the address of BLU ASISTENCIA, through a written request that contains the following information:

1. The full name of the owner of the personal data, address, and email account, so that BLU ASISTENCIA can communicate the response to your request.
2. The documents that prove the identity and, where appropriate, the legal representation of the owner of the personal data.
3. A clear and precise description of the personal data regarding which one of the aforementioned rights is sought to be exercised.
4. Any other element or document that facilitates the location of the personal data.
5. In the case of requests for rectification of personal data, the owner must indicate the modifications to be made and provide the documentation that supports their request.

In addition to the aforementioned general information, depending on the right you wish to exercise, you must include the following information in the request:

- a) Right of ACCESS: the modality in which you prefer the requested personal data to be reproduced or made available (simple copies, electronic documents, etc.).
- b) Right of RECTIFICATION: the modifications you request to be made to the personal data, as well as providing the supporting documents.
- c) Right of CANCELLATION: the reasons that motivate the request for the removal of data from the files, records or databases of the data controller.
- d) Right to OBJECTION: The reasons or situations that lead you to request the termination of the processing of your personal data, as well as the harm or prejudice that would be caused by the continuation of such processing; or you must indicate the specific purposes for which you wish to exercise this right.

A response to any of your requests will be provided within a maximum period of 20 (twenty) business days, counted from the date the corresponding request is received.

If the right is exercised, BLU ASISTENCIA must take the necessary actions to make it effective within a period of 15 (fifteen) business days, counted from the day following the notification of the response to the Data Subject.

BLU ASISTENCIA is committed to complying with all provisions of the Law and observing at all times the principles of legality, consent, information, quality, purpose, loyalty, proportionality, and responsibility contained therein.

BLU ASISTENCIA will implement reasonable organizational and technical security measures to prevent the loss, misuse, alteration, or illegal disclosure of your information and personal data, which we also require to be complied with by the service providers we contract, including those provided by the subsidiary or affiliated companies of BLU ASISTENCIA.

○ **REVOCACTION OF CONSENT FOR THE USE OF PERSONAL DATA**

You may revoke the consent that you have granted us, if applicable, for the processing of your personal data. However, you should consider that, for certain purposes, revoking your consent may imply that we can no longer provide you with the requested service or the termination of your relationship with us.

○ **CHANGES TO THE PRIVACY NOTICE**

BLU ASISTENCIA has the right to make modifications or updates to this Privacy Notice at any time, to address legislative or jurisprudential developments, internal policies, or new requirements for the provision or offering of our services. In that case, the changes will be notified to you through the same means or any other means that BLU ASISTENCIA considers appropriate at the time.

○ **CONSENT**

You manifest your consent for the processing of your personal data in accordance with the terms and conditions of this Privacy Notice. Likewise, it is understood that your consent is granted for the transfer of your personal data if you do not express opposition to such transfer.

○ **AUTHORITY**

If you believe that your rights regarding the protection of personal data have been violated, you have the right to appeal to the corresponding authority to defend your rights. The authority is the National Institute of Transparency, Access to Information and Protection of Personal Data (INAI), and its website is: www.inai.org.mx.

Last updated date of this Privacy Notice: February 2023.

