

PRIVACY NOTICE

Pursuant to what is set forth in the Federal Law for the Protection of Data Held By Private Companies or Individuals (hereinafter referred to as "the Law"), we would like to inform the following:

1.- INDIVIDUAL OR ENTITY IN CHARGE OF THE PERSONAL DATA

Protección Dinámica Agente de Seguros y de Fianzas S.A. de C.V., (hereinafter referred to as the Corporation), having as its address for the purposes of this Privacy Notice that located at Avenue Periférico Sur number 5452, Olímpica, Coyoacán, Mexico City, Zip Code 04710, Mexico, will be the entity in charge of the personal data to be provided to the same by the relevant individuals who are legal representatives of an entity interested in establishing or actually establishing a relationship with the Corporation (hereinafter interchangeably referred to as the "Data Subject" or "Data Subjects").

2.- PERSONAL DATA REQUIRED FROM DATA SUBJECTS

For the purposes referred to in this Privacy Notice, the Corporation may collect the following Personal Data from the Data Subjects: Their full name (official ID, as well as the image from the Data Subject when entering into the Corporation facilities captured through security and video-surveillance cameras), marital status, address, citizenship, gender, date of birth, Federal Taxpayers' Registry (RFC, in Spanish), and occupation or professional activity (hereinafter jointly referred to as the Personal Data).

Personal Data from Data Subjects may be collected in any of the following manners: i) when the Data Subject personally or directly provides them; ii) when the Corporation indirectly obtains them; and/or iii) when such data are obtained by the Corporation through sources allowed by the legislation.

In accordance with Article 14 of the Law Regulations, if the Corporation should not let Data Subjects know this Privacy Notice in a direct or personal manner but in an indirect manner, Data Subjects will have 5 (five) business days after the Privacy Notice was made available for them to express views opposed to the fact that their Personal Data are intended to be used by the Corporation for purposes not required to comply with the legal relationship with the same. They shall express such an opposition according to what is set forth in section five (5) of this Privacy Notice. If Data Subjects should not express their opposition, it will be understood that they grant their consent to the Corporation.

Data Subjects shall ensure that the Personal Data personally or directly provided to the Corporation by the former are full and accurate. The former shall also provide the Corporation with notice of any modifications of the same in order to comply with the obligation of keeping the information updated.

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3.- REASONS TO COLLECT PERSONAL DATA

Information on Personal Data that is collected by the Corporation from Data Subjects shall be used as follows: i) to identify Data Subjects; ii) to verify the authorities that had been granted to Data Subjects by the relevant grantors of power and to include such Personal Data in the documents to be underwritten with the latter; iii) to update the Data Subject information; and iv) to provide security to the Corporation facilities and to the Data Subjects entering into the same. Such purposes are required to comply with the obligations resulting from the legal relationship of the Corporation with Data Subjects.

Concerning the Personal Data from Data Subjects who in the past were legal representatives or who are currently legal representatives of entities who had a relationship with the Corporation, as well as of entities interested in having a relationship with the Corporation, but whose relationship is currently inexistent, and/or of Data Subjects who in the past were legal representatives or who are currently legal representatives of entities who had a relationship with the Corporation, as well as of entities interested in having a relationship with the Corporation, but whose relationship is currently inexistent and who are not anymore legal representatives of such an entity, they are notified hereby that the Corporation only keeps their Personal Data pursuant to what is set forth in Article 25 of the Law, that is, during the blocking period established in such a legal framework. Thus, once such a blocking period has come to an end, their Personal Data will be deleted.

4.- TIMEFRAMES, REFERRALS, AND TRANSFERS

Timeframes to handle Personal Data from Data Subjects shall depend on the legal relationship between the former and the Corporation, as well as on the obligations required by the legislation in force and the relevant authorities. However, concerning the Personal Data related to the images from Data Subjects that are captured using video-surveillance cameras, such information shall be kept by the Corporation only for a term from 30 (thirty) to 60 (sixty) business days following the date on which it has been obtained and it shall be then deleted.

The information delivered to the Corporation shall be kept and protected by the latter pursuant to what is set forth in the legislation in force in order to keep such information as confidential in nature.

Pursuant to what is established by the Law, the Corporation shall provide access to the Personal Data from the Data Subjects (by means of referrals) to those individuals acting as Data Controllers, such as service suppliers, business partners, or third parties of the Corporation having a legal relationship with the same and who, as a result of such a legal relationship, need to know the information and commit to keep the same strictly confidential and reserved, and who shall state they know the terms and conditions of the present Privacy Notice and commit to comply with the same.

¹ Article 3, Paragraph III, of the Federal Law for the Protection of Data Held By Private Companies or Individuals establishes that Blocking is the identification and maintenance of personal data once the reason for which they were collected has come to an end, with the sole purpose of determining potential liabilities regarding their handling, until the term established by law or contract has elapsed. During such a term, personal data may not be used and, when it has come to an end, they shall be deleted from the relevant database.

¹ Article 3 Paragraph IX of the Federal Law for the Protection of Data Held By Private Companies or Individuals establishes that the Data Controller is the individual or entity that individually or jointly handles personal data on behalf of the individual or entity in charge of such data.

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Furthermore, if the Personal Data being kept should be required by any kind of authorities or if they should be disclosed to the latter according to the legislation in force, such data shall be made available according to the law. Such disclosures shall not require the consent from Data Subjects under article 37 of the Law.

5.- RIGHTS OF PERSONAL DATA ACCESS, CORRECTION, CANCELLATION, OPPOSITION, RENEWAL, AND LIMITATION

Data Subjects shall have the right to require the access, correction, revocation, cancellation, or opposition, as well as the limitation of use or disclosure of their data, by means of:

1.- A written request submitted to the Department of Personal Data of **Protección Dinámica Agente de Seguros y de Fianzas S.A. de C.V.**, to the following address: Avenue Periférico Sur number 5452, Olímpica, Coyoacán, Mexico City, Zip Code 04710, Mexico, from 09:00 a.m. to 05:00 p.m., in business days; or

2.- A request sent to the electronic mail datospersonales@protecciondinamica.com.

The Corporation shall provide an answer to the requests from Data Subjects, provided exceptions included in the Law do not apply and the requestor complies with what is set forth in article 29 of the legal framework establishing the requirements for the requests submitted by Data Subjects.

In order for the Corporation to process requests from Data Subjects regarding the access, correction, revocation, cancellation, opposition, and/or limitation of use or disclosure of their data, the latter shall attach the following information and documentation to their requests:

- i. The name of the Data Subject, as well as its address and any other means in order for the Corporation to provide the answer to its request.
- ii. The documents evidencing the identity or legal status of the Data Subject legal representatives (official ID of the Data Subject or legal representative and the power of attorney of the latter).
- iii. An accurate and precise description of the Personal Data for which the right of access, correction, revocation, cancellation, opposition, limitation of use or disclosure is requested, as well as any other information or document that may help to locate the relevant Personal Data.

The Corporation shall provide an answer to the request of a Data Subject regarding the access, correction, revocation, cancellation, opposition, and/or limitation of use or disclosure of its data within the terms established by the Law, that is, within a term of twenty (20) days following the reception of the Data Subject request. In case the request is practicable, it shall be implemented within a term of 15 (fifteen) days following the date on which the Data Subject is provided with the answer to its request. Such terms may be extended by the Corporation pursuant to what is set forth in Article 32 of the Law.

The obligation of information access shall be deemed as complied with by the Corporation if, in case of being requested by the Data Subject, a non certified copy of its Personal Data are made available to the latter at the Corporation's address during a term of 15 (fifteen) business days following the date on which the Data Subject is provided with the answer to its request, or through any of the means set forth in Article 33 of the Law, which will be notified to the Data Subject in such an answer to its request.

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6.- MODIFICATIONS TO THE PRIVACY NOTICE

In case the Corporation requires to use the Personal Data for purposes other than the ones agreed upon according to the legal relationship with Data Subjects and in the present Privacy Notice, or if the same should require from Data Subjects Personal Data other than those stated in the present Privacy Notice or changes in the disclosures of Personal Data and/or Sensitive Personal Data, Data Subjects shall be notified in writing, by phone, electronically, or by means of any other visual, audio, or optical means, or any other allowed by the technology currently or in the future, explaining the new intended uses for such an information, in order to obtain its consent. With the present Privacy Notice, Data Subjects are duly informed about the data being collected from them and for what purposes, as well as about the fact that such a Privacy Notice may be looked up at all times at the Corporation website www.protecciondinamica.com

The Corporation reserves its right to modify this Privacy Notice in order to adapt the same to the latest jurisprudences or legislative innovations, as well as to principles of authority and trade practices. In such cases, the relevant changes shall be posted in the website www.protecciondinamica.com

This Privacy Notice, as well as the general compliance with the Law by the Corporation, shall be ruled by the legislation in force and applicable in the Mexican United States. Any controversies resulting from such enforcement shall be settled by the National Institute of Transparency, Access Information and Protection of Personal Data (INAI, in Spanish) or before the relevant Courts from Mexico City, Mexico.

Latest update: March 9th, 2016.

Note: The English translation of the Privacy Notice uploaded in Prodisa's website is a courtesy only. In any case, the terms of the Spanish versions will prevail.