

# PRIVACY NOTICE

In accordance with the provisions of articles 8, 13, 15, 16, 17, 36 and other applicable provisions of the Federal Law on Protection of Personal Data Held by Private Parties; Articles 24, 25, 26, 27, 28, 29 and other applicable regulations of the Federal Law on Protection of Personal Data Held by Individuals and Guidelines (hereinafter "Law"), hereby we make available the present privacy notice, in order to know the treatment that will be given to the data you provide us, as well as the means you have to access, rectify, cancel or oppose the aforementioned treatment:

## I. IDENTITY AND ADDRESS OF THE RESPONSIBLE

EASYHAUS S.A.P.I. DE C.V., with address at Blvd. Sanchez Taboada No. 10116, Interior 510, Urban Zone Río Tijuana, C.P. 22010, of the city of Tijuana, Baja California, will be the company responsible for collecting, using and protecting your personal data, including those that are provided to any of our controlling companies, subsidiaries, subsidiaries, co-owners and / or commercial allies (jointly referred to in the subsequent as EASYHAUS GROUP).

## II. PURPOSES OF THE TREATMENT

The personal data that you provide to us, either in person at our points of sale, in our customer registration kiosks or public housing events, as well as those you provide through digital and telecommunications platforms, such as our websites Internet (web pages), social networks, "app" applications or by telephone, are treated strictly confidentially, so, by providing them, EASYHAUS GROUP guarantees that they will be used only and exclusively for the following purposes:

### PRIMARY PURPOSES

The personal data we collect from you, we will use for the following purposes that are necessary for the service you request:

1. Identify you as a customer or interested in our products and / or services, and with that, generate a database;
2. Contact him to follow up on the purchase of our properties;
3. Offer you information and publicity about our related products and services and to communicate about changes in them;
4. Assist in credit management;
5. Internal administrative processes of file integration, returns, processing of applications, collection, clarifications, credit investigation;
6. Attention to complaints and clarifications;
7. Preparation of documents, contracts, agreements, invoices, receipts, and documentation related to the acquisition of any of our properties;
8. Formalization of sales transactions;

## **SECONDARY PURPOSES**

Additionally we will use your personal information for the following purposes, which are not necessary for the requested service, but that allow us and facilitate us to provide you with better service:

1. Quality evaluation and / or after-sales monitoring;
2. Comply with terms and conditions that we have established with you as a customer;
3. Inform and invite you to know our new developments and promotions;
4. Formation of civil associations and Board of Directors in housing developments;
5. Community integration and customer registration in sports, recreational and / or cultural spaces organized by GRUPO EASYHAUS in housing developments.

### **III. MECHANISMS FOR THE HOLDER TO MANIFEST HIS NEGATIVE FOR SECONDARY PURPOSES OR ACCESSORIES**

In relation to the Secondary Purposes, you have a period of five business days to assert your right to revoke or express your refusal for the processing of your Personal Data, and thus EASYHAUS GROUP is limited for the use and disclosure of your Personal Data.

For the above, you must send your request in writing to our personal data protection area located at Blvd. Sanchez Taboada No. 10116, Interior 510, Zona Urbana Río Tijuana, C.P. 22010, from the city of Tijuana, Baja California, or, send an email to the email address [info@easyhaus.com.mx](mailto:info@easyhaus.com.mx), in which you should know the following:

1. Name and surname of you and / or whoever represents you;
2. Address to receive notifications, or, if you wish, an email;
3. Simple copy of the official photo ID of you and / or your representative;
4. In the case of doing so through a representative, a document that proves their representation, and may be a notarized document, or a power of attorney signed before two witnesses;
5. Clear and precise description of your opposition to the transfer of your Personal Data in relation to the Secondary Purposes;
6. If possible, indicate the name and location of the file or data record, as well as the area where they are located;
7. Signature of the Request from you and / or your representative.

Upon the request submitted, you will receive an acknowledgment of receipt, which will be transmitted to you in the same medium in which it was submitted.

In the event that within five days we do not obtain your express opposition so that your personal data is transferred in the manner and terms described for secondary purposes, we will understand that you have granted your consent tacitly for it.

In the event that the request does not contain the required information or does not indicate the conduit for contacting you, GRUPO EASYHAUS will freely establish the channel that it deems pertinent to send you information about your request.

The deadline to meet your request will be five calendar days, where you will be informed and informed about the origin or inadmissibility of your request.

The refusal to use your personal data for secondary purposes may not be a reason for us to deny you the services and products that you request or contract with us.

#### **IV. PERSONAL DATA PROCESSED**

1. Identification data of you: Full name, date and place of birth, address, home phone number, cell phone number, marital status, company where you work, number of children, age of your children; sex, address of work, position, seniority in the company, e-mail, professional ID, driver's license, marriage certificate, birth certificate, INE credential number, passport copy, CURP, RFC, proof of address, marital regime, schooling, family reference, personal reference, image in any format and its signature, copy of the proof of fiscal situation.
2. Identification data of your spouse: Full name, date of birth, address, INE credential number, CURP, position, seniority in the company, address where you work, work phone number, image in any format.
3. Identification data of the co-accredited: Full name, image in any format, company in which he works, date of birth, work address, position, work phone number, seniority at work, copy of the proof of tax status.
4. The following property data will also be required: Income in your current and previous work, copy of the AFORE account statement, Social Security Number (NSS), co-creditor's income, salary receipt, INFONAVIT or bank prequalification, spouse's NSS, status of your spouse's salary and salary account, copy of the co-creditor's AFORE account statement.

#### **V. EXPRESS SIGNALING OF SENSITIVE PERSONAL DATA THAT ARE TREATED**

Due to the nature of the products and / or services that GRUPO EASYHAUS markets, sensitive personal data will not be collected, such as those that may reveal aspects such as racial or ethnic origin, present and future health status, genetic information, religious beliefs, philosophical and morals, union affiliation, political opinions, sexual preference.

#### **VI. TRANSFERS OF PERSONAL DATA THAT IN YOUR CASE ARE EFFECTED**

We inform you that your personal data contained in our databases can be transferred to any of the controlling companies, subsidiaries, co-owners and / or subsidiaries of GRUPO EASYHAUS as well as commercial partners, to their third party service providers, to credit institutions for housing, notaries, appraisers, civil associations or boards that conform in housing developments, property managers and property regimes in condominiums, administrators or service providers of sports, recreational and / or cultural spaces, and even to third parties or legal entities that have a strict relationship with the real estate sector.

The transfer of your personal data will be made solely and exclusively for purposes related to the legal relationship that is created between GRUPO EASYHAUS and you. Therefore, the transfer that is made of your personal data to the controlling

companies, subsidiaries, co-owners and / or subsidiaries of GRUPO EASYHAUS, as well as commercial allies will have the purpose of contacting you to follow up on the purchase of our properties, offer you information and publicity about our related products and services and to communicate about changes in them, as well as to assist you in credit management. In the event that the transfer is made to third-party service providers, to credit institutions for housing, notaries, appraisers, to civil associations or boards of directors that are formed in housing developments, real estate administrators and property regimes in condominiums , to the administrators or service providers of the sports, recreational and / or cultural spaces, and even to third-party individuals or legal entities that have a strict relationship with the real estate sector, will be in order to assist you in the processing of your mortgage credit, to carry out the process of deed of the housing that you acquire, to offer furniture for the house and to integrate it to the civil associations, board of directors and clubhouses that conform in the housing developments.

#### **VII. A CLAUSE THAT INDICATES IF THE HOLDER ACCEPTS OR NOT THE TRANSFER WHEN IT IS REQUIRED**

In terms of what is provided by "The Law", you can express your opposition to the transfer we make of your personal data, for which, you must direct your request in writing to our personal data protection area located on Sanchez Taboada Blvd. No. 10116, Interior 510, Urban Zone Río Tijuana, CP 22010, from the city of Tijuana, Baja California, or, send an email to the email address [info@easyhaus.com.mx](mailto:info@easyhaus.com.mx), in which you should know the following:

1. Name and surname of you and / or whoever represents you;
2. Address to receive notifications, or, if you wish, an email;
3. Simple copy of the official photo ID of you and / or whoever represents you
4. In the case of doing so through a representative, a document that proves their representation, and may be a notarized document, or a power of attorney signed before two witnesses;
5. Clear and precise description of your opposition to the transfer of your Personal Data;
6. If possible, indicate the name and location of the file or data record, as well as the area where they are located;
7. Signature of the Request from you and / or your representative.

Upon the request submitted, you will receive an acknowledgment of receipt, which will be transmitted to you in the same medium in which it was submitted.

In case we do not obtain your express opposition so that your personal data is transferred in the manner and terms described, we will understand that you have granted your consent tacitly for it.

In the event that the request does not contain the required information or does not indicate the conduit for contacting you, GRUPO EASYHAUS will freely establish the channel that it deems pertinent to send you information about your request.

The deadline to meet your request will be 20 calendar days, where you will be informed and informed about the origin or inadmissibility of your request.

#### **VIII. MEANS AND PROCEDURE TO EXERCISE ARCO RIGHTS**

All your personal data are treated in accordance with the provisions of applicable legislation and in force in the country, so we inform you that you have at all times the right to access, rectify, cancel or oppose (ARCO RIGHTS) to the treatment

we give to your personal data, for this, it is necessary that you direct your request in writing to our personal data protection area located at Blvd. Sanchez Taboada No. 10116, Interior 510, Zona Urbana Río Tijuana, CP 22010, from the city of Tijuana, Baja California, or send an email to the email address [info@easyhaus.com.mx](mailto:info@easyhaus.com.mx)

The request that you send to exercise your "ARCO" rights is essential that it contains at least the following information:

1. Name and surname of you and / or who represents you;
2. Address to receive notifications, or, if you wish, an email;
3. Simple copy of the official photo ID of you and / or whoever represents you
4. In the case of doing so through a representative, a document that proves their representation, and may be a notarized document, or a power of attorney signed before two witnesses;
5. Clear and precise description of the Personal Data in respect of which it seeks to exercise some of the ARCO Rights;
6. If possible, indicate the name and location of the file or data record, as well as the area where they are located;
7. Signature of the Request from you and / or your representative.

In addition to the aforementioned requirements, you must include in the application the following information, as appropriate:

1. Right of ACCESS: Modality in which you prefer that access be provided.
2. Right of RECTIFICATION: Modifications requested and, where appropriate, the documents and / or evidence necessary to guarantee them.
3. CANCELLATION Law: Causes that motivate to request the deletion of personal data.
4. OPPOSITION Right: Situation that leads to request that the processing of personal data be concluded, as well as, the damage that would cause it to continue with it or indicate the specific purposes for which you request that the treatment be concluded.

Upon the request submitted, you will receive an acknowledgment of receipt, which will be transmitted to you in the same medium in which it was submitted.

Once the ARCO application has been received, the Department of Personal Data of GRUPO EASYHAUS will verify if it has all the previously described requirements, if not, it will contact the Holder by email or by personal or telephone and will require him to correct the deficiencies in the next 10 (ten) business days upon receipt of the request. In the event that it is not corrected after 10 (ten) business days, the application will be considered as not submitted.

In the event that the request does not contain the conduit for contacting you, GRUPO EASYHAUS will freely establish the channel that it deems pertinent to send you information about your request.

The deadline to meet your request will be 20 calendar days, in accordance with the provisions of article 32 of "The Law", where you will be informed and informed about the origin or inadmissibility of your request.

As for the personal data of a deceased person, only the person who proves to have a legal interest may exercise ARCO rights. Those who can claim it are, but not limited to: the executor, the heirs, the legatees or any person who has been previously designated by the holder to exercise the ARCO rights on their behalf.

The foregoing will be credited with a simple copy of the following documents:

1. Official identification of the person to whom the personal data belonged.
2. Corresponding death certificate.
3. Document (s) proving the legal interest of the person submitting the application:
4. Document where the owner of the personal data has faithfully expressed his willingness for this person to exercise the ARCO rights in relation to his personal data.
5. Judicial mandate that exists for that purpose.
6. Official identification of who submits the application.

EASYHAUS GROUP will not be obliged to cancel personal data when:

1. It refers to the parts of a contract and are necessary for its development and compliance.
2. They must be treated by legal provision.
3. Hinder judicial or administrative proceedings.
4. Are necessary to protect the legally protected interests of the Holder.
5. They are necessary to comply with a legally acquired obligation.

#### **IX. MECHANISMS AND PROCEDURES SO THAT, IN YOUR CASE, THE HOLDER MAY REVOKE YOUR CONSENT TO THE PROCESSING OF YOUR PERSONAL DATA**

At all times you will have the right to revoke your consent for the processing of your personal data in the terms established in this Privacy Notice, therefore, it will be enough to direct your request in writing to our area of protection of personal data located on Blvd. Sanchez Taboada No. 10116, Interior 510, Zona Urbana Río Tijuana, CP 22010, from the city of Tijuana, Baja California, or, send an email to the email address [info@easyhaus.com.mx](mailto:info@easyhaus.com.mx), in which you should know the following:

1. Name and surname of you and / or whoever represents you;
2. Address to receive notifications, or, if you wish, an email;
3. Simple copy of the official photo ID of you and / or whoever represents you
4. In the case of doing so through a representative, a document that proves their representation, and may be a notarized document, or a power of attorney signed before two witnesses;
5. Clear and precise description of your revocation of the processing of your Personal Data;
6. If possible, indicate the name and location of the file or data record, as well as the area where they are located;
7. Signature of the Request from you and / or your representative.

Upon the request submitted, you will receive an acknowledgment of receipt, which will be transmitted to you in the same medium in which it was submitted.

Until we obtain an express revocation request so that your personal data is treated in the manner and terms described, we will continue to give you the strict treatment in the purposes for which they were obtained.

In the event that the request does not contain the required information or does not indicate the conduit for contacting you, GRUPO EASYHAUS will freely establish the channel that it deems pertinent to send you information about your request.

The deadline to meet your request will be 5 calendar days, where you will be informed and informed about the origin or inadmissibility of your request.

In all cases of requests addressed to GRUPO EASYHAUS, a copy of an official identification must be added, which can be the following:

1. Valid voting credential issued by the National Electoral Institute.
2. Valid passport.
3. Professional certificate issued by the Ministry of Public Education.
4. Primer of the National Military Service issued by the Ministry of National Defense.
5. Current immigration document issued by the National Migration Institute; (in the case of foreigners).
6. Consular Registration Certificate issued by the Ministry of Foreign Affairs or the corresponding Consular Office.
7. Postal identity card (issued by SEPOMEX).
8. Certificate or proof of studies.
9. Proof of residence.
10. IMSS membership credential.
11. ISSSTE membership credential.

#### **X. OPTIONS AND MEANS THAT THE RESPONSIBLE OFFERS TO THE HOLDERS TO LIMIT THE USE OR DISCLOSURE OF THEIR PERSONAL DATA**

To prevent unauthorized access to your personal data and in order to ensure that the information is used for the purposes set out in this privacy notice, we inform you that these are in an internal database, the administration of which is through access codes that change periodically and whose access is restricted to authorized persons; confidentiality agreements with your staff, internal policies regarding privacy notices, among others, which prevents the alteration, use, access or improper disclosure of your personal data.

#### **XI. USE OF COOKIES, WEB BEACONS OR ANY OTHER SIMILAR OR ANALOG TECHNOLOGY**

On the website [www.easyhaus.com.mx](http://www.easyhaus.com.mx) GRUPO EASYHAUS collects standard registration information, including your IP address, browser type, language, access times and website addresses.

To ensure that this website is being well managed and facilitate better navigation, we or our service providers may use cookies (small text files that are stored in the user's browser) or web beacons (electronic images that allow visitors to count that have accessed a particular page and access certain cookies) to collect aggregated data.

In the same way, on the website [www.easyhaus.com.mx](http://www.easyhaus.com.mx) EASYHAUS GROUP has links to other external sites, of which the content and privacy policies are not your responsibility. The personal data obtained through these technologies may be shared with Mexican or foreign third parties in which GRUPO EASYHAUS is supported for its operation, as well as with its subsidiaries, affiliates, co-owners and controller.

If you do not want to use the tracking technologies, you can disable them by following the steps that your respective browser sets in the Menu Bar, Help.

For more information, Cookie is a data file that is stored on the hard disk of the computer equipment or electronic communication device of a user when browsing the internet, which allows information to be exchanged between said site and the user's browser. This information may reveal means of session identification, authentication or user preferences, as well as any data stored by the browser regarding the website. A web beacon is a visible or hidden image on a website or in an email, used to monitor user behavior by such means.

## **XII. VIDEO SURVEILLANCE**

When you visit any of our business units or sales areas, it may be being videotaped, solely for security reasons of you and the people who visit us, and the images and sounds that are captured, are kept in a memory for a period of time. no more than 24 hours.

The images and sounds that are captured by our video surveillance cameras can only be transmitted to any authority when it, founded and motivated, requires them.

## **XIII. CALL CENTER**

When you make a phone call to any of our official office or service and customer service numbers, it may be being recorded randomly for quality service purposes.

## **XIV. PROCEDURES AND MEANS FOR WHICH THE RESPONSIBLE WILL COMMUNICATE THE CHANGES IN THE PRIVACY NOTICE TO THE HOLDERS**

GRUPO EASYHAUS reserves the right to change, modify, complement and / or alter this notice, at any time, in which case it will be made known on the website [www.easyhaus.com.mx](http://www.easyhaus.com.mx) Privacy Notice section.

SINCERELY

EASYHAUS GROUP