

Privacy Notice

This document constitutes the Privacy Notice of Privacy for the purposes of the provisions of the Federal Law on Protection of Personal Data Held by Private Parties (the "LFPDP") and the provisions that emanate from it or are related to it.

This Privacy Notice applies to the personal information collected about the Owner by **Baja Real Estate** or **BRE**, in its capacity as Responsible. For the purposes of this Privacy Notice, the terms that are not contemplated in it will have the meaning attributed to them in the Federal Law on Protection of Personal Data Held by Individuals (LFPDP). The purpose of this Privacy Notice is to establish terms and conditions by means of which **BRE** (or the Manager designated by **BRE**) will receive and protect the Owner's Personal Data, in order to protect their privacy; will use the Owner's Personal Data, and / or, where appropriate, will transfer their Personal Data to third parties.

1. CONSENT OF THE HOLDER.

For the purposes of the provisions of the LFPDP and in particular in its Article 17, the Holder states that:

1. This Privacy Notice has been made known to you by the Responsible.
2. That you have read, understood and agreed to the terms indicated in this Privacy Notice, for which you grant your consent regarding the processing of your Personal Data as established by the LFPDP and applicable legislation.
3. That in the event that the Personal Data collected includes sensitive or financial Personal Data, whether they are provided in printed format, or using electronic means, they are acts that constitute your express consent as the owner in terms of the second paragraph of article 8 of the LFPDP and other applicable legislation.
4. That you grant your consent for BMI or its Managers to make transfers of Personal Data to national or foreign third parties, with the understanding that the treatment that said third parties give to your Personal Data must comply with the provisions of this Privacy Notice.
5. That in case the Holder does not oppose the terms of the Privacy Notice, its content will be considered agreed and consented and that the Holder's consent may be revoked at any time by the latter.

Notwithstanding any provision of this Privacy Notice, the Holder acknowledges that their consent will not be required for the processing of Personal Data by the Responsible or third parties in any of the cases indicated in Article 10 of the LFPDP.

2. COLLECTION OF PERSONAL DATA

The collection of Personal Data may be carried out, by telephone communication with the Responsible or with their Managers, employees or, by direct delivery to the Responsible or through the use of emails and / or short text messages, or through the use of their Web sites, through the

use of automatic data capture tools. Which allow to collect the information that your browser sends to said websites, such as the type of browser you use, the user's language, and the IP address of the websites you used to access the sites of the Responsible or Managers. The following are examples, by way of example but not limitation, of information that the Responsible Party may collect: name and surname; email address, whether home or work; phone number, whether home or work.

Among the documentation that can be collected by **BRE** for the verification of the identity of the Holder of the Personal Data is the voter's credential; passport. In the case of applicants to employees, the birth certificate, among others, could also be requested. You could also be asked for the Personal Data of your relatives, dependents or beneficiaries and the relevant supporting documentation.

3. PURPOSE OF THE PERSONAL DATA.

collected and processed by the Responsible or her Managers in order to allow the Owner to carry out the following activities with the Responsible:

1. Contact the Customer Service Department;
2. Participate in surveys;
3. Use the different services of their corresponding Websites, including downloading content and formats;
4. Share your comments or suggestions about products and services and;
5. Any other activity of a nature analogous to those described in the previously mentioned paragraphs.

Likewise, the Responsible, directly or through their Managers, may use their Personal Data for the purpose of:

1. Carry out studies on the interests and behavior of its clients, consumers, suppliers, and those third parties with whom it deals;
2. Carry out market and consumer studies in order to acquire and offer personalized products and services, as well as advertising and content more appropriate to the needs of its customers, consumers, suppliers and other third parties with whom it deals;
3. Prepare internal statistics that indicate the services and products most appreciated by the different segments of its customers, consumers, suppliers;
4. Manage the process of requisition, evaluation and award of suppliers and other third parties with whom it deals;

4. DATA COLLECTION WHEN BROWSING ON BRE WEBSITES AND PAGES.

Among the automatic data capture tools used by BRE on its web sites and pages are cookies, Web beacons, and links in emails.

Links in BRE emails.- The emails that include links that allow BRE to know if you activated said link and visited the destination web page, this information being able to be included in your profile. In case you prefer that BRE does not collect information about your interaction with said links, you can choose to modify the format of BRE's communications (for example, that the message is received in text format and not in HTML format) or you can ignore the link and not access its content.

5. DATA TRANSFERING.

Having read, understood and agreed to the terms set out in this Privacy Notice, the Holder expresses his consent for the Responsible or any Person in Charge to carry out transfers of Personal Data to national or foreign third parties, with the understanding that the treatment that said third parties give to The Owner's Personal Data must comply with the provisions of this Privacy Notice.

6. LIMITATION OF USE AND DISCLOSURE OF INFORMATION.

The Responsible and / or its Managers will keep the Owner's Personal Data for as long as necessary to process their requests for information, products and / or services, as well as to maintain accounting, financial and audit records in terms of the LFPDP and of current commercial, fiscal and administrative legislation. In addition to controlling the disclosure of such data or information from business partners.

The Personal Data of the Holder collected by the Responsible and / or their Managers will be protected by adequate administrative, technical and physical security measures against damage, loss, alteration, destruction or unauthorized use, access or treatment, in accordance with the provisions in the LFPDP and the administrative regulation derived from it. Notwithstanding the foregoing, **BRE** does not guarantee that unauthorized third parties cannot have access to the physical or logical systems of the Holders or the Responsible Party or to the electronic documents and files stored in their systems. Consequently, **BRE** will not be in any way responsible for any damages that may arise from said unauthorized access.

7. DEPARTMENT OF PERSONAL DATA, HOME.

For any communication about our Privacy Notice of Privacy, please visit us at: Carpinteros and Calle K # 1901, Col. Burócratas, Mexicali, Baja California, Mexico. Postal Code 21230 Telephone 686 554 0515.

For the purposes of the provisions of section I of Article 16 of the LFPDP, the address of the Responsible Party is that established in this Section 7 of this Privacy Notice.

8. PROCEDURE TO EXERCISE THE RIGHTS AS A PERSONAL DATA HOLDER.

You have, at any time, the right to access, rectify and cancel your personal data, as well as to oppose the treatment of the same or revoke the consent that you have provided us for this purpose by submitting a request with the following information and documentation:

1. Name of the Holder, address, telephone and email address.
2. The documents that prove your identity (simple copy in printed or electronic format of your voter ID or passport) or, where appropriate, the legal representation of the Holder, simple copy in printed or electronic format of the simple power of attorney with the Holder's autograph signature, the agent and their corresponding identifications.
3. The clear and precise description of the Personal Data with respect to which you seek to exercise any of the Rights.
4. Any other element or document that facilitates the location of the Owner's Personal Data.

In the case of requests for rectification of Personal Data, the respective Holder must also indicate the modifications to be made and provide the documentation that supports their request.

The Responsible or their Managers will respond to the respective Holder within a maximum period of twenty business days, counted from the date the request was received. The aforementioned deadlines may be extended only in terms of the LFPDP.

The delivery of the Personal Data will be free, it will only correspond to cover the justified shipping costs or the cost of reproduction in copies or other formats. In the event that the Holder reiterates his request in a period of less than twelve months, he must cover the corresponding costs equivalent to 1.5 days of Minimum Wage in Force in the Federal District in terms of the LFPDP, unless there are substantial modifications to the Notice of privacy that motivate new consultations.

For the purposes of requests for cancellation of Personal Data, in addition to the provisions of this Privacy Notice, the provisions of Article 26 of the LFPDP will be followed, including the cases of exception of cancellation of Personal Data indicated there.

The presentation of a request for opposition to the use of Personal Data by the Owner thereof, will give the Responsible Party the power to oppose the use of Personal Data that as Owner has delivered to the opponent.

9. CHANGES TO THE PRIVACY NOTICE.

BRE reserves the right to periodically update this Privacy Notice to reflect changes in our information practices. It is the responsibility of the Holder to periodically review the content of the Privacy Notice on the site www.thebajarealestate.com where the changes made together with the date of the last update will be published.

The Responsible Party will understand that by not expressing otherwise, it means that the Holder has read, understood and agreed to the terms set forth therein, which constitutes their consent to changes and / or updates regarding the processing of their Personal Data.