

**PRIVACY NOTICE**  
**BIKEPAD, S.A.de C.V.**

In compliance with Federal Law on Protection of Personal Data Held by Private Parties and its regulations (hereinafter the "Act") and in accordance with the Guidelines of the Privacy Notice published in the *Diario Oficial de la Federación* (January 17, 2013), we hereby inform you of the use and protection of personal data **BIKEPAD** seeks, as follows:

1. Identity and address Responsible

Responsible for the processing of personal data

**BIKEPAD, S.A. de C.V.** (Hereinafter the "Company").

Person in charge of the processing of personal data: Alessandro Sala

Email: [info@bikepad.com.mx](mailto:info@bikepad.com.mx)

Address: Periférico Poniente Km 41.5 Tablaje Catastral 23477 y 23478 Bodega 35 Fracc.  
Nora Quintana

Mérida, Yucatán

ZIP Code 97238

Phone: (999) 252-0573

2. Purpose of the processing of personal data

Data requested

The personal data requested are those listed below:

Individuals:

- Name, address, email, RFC.
- Phone number
- Age
- Date of birth.
- Address.
- Email.
- Shipping Address.

## Purposes for which we use your personal data

The above information will be used for the following purposes:

A. Necessary Targets for the existence, maintenance and enforcement of legal or business relationship between the Company and you, as the purpose of identification; credit purposes by identifying data and information to carry out the sale of merchandise offered by the Company.

B. Other purposes that are not necessary for the existence, maintenance and enforcement of a legal or business relationship between the Company and you, such as information about new services or products; reporting the change in our services, products or general information of the Company; statistical purposes; marketers, advertising or market research purposes.

When you provide personal information to company data, you are giving your consent to the company to use this data for the purposes described above.

However, you are entitled to object to your data being used for the purposes indicated in the preceding paragraph B. If you wish to exercise this right, you must do so in accordance with the procedure set forth below, within 5 (five) business days following the date on which this Notice of Privacy has been made available to you. Otherwise, it is understood that you consent to the processing of data for all purposes listed here.

Notwithstanding the foregoing, the Company may disclose personal information to comply with applicable laws and in order to meet requirements or orders issued by judicial, administrative or other competent authorities, whomsoever they may be.

We do not ask for sensitive data from our customers or suppliers, under any circumstances.

### 3. Options and means to limit the use or disclosure of personal data

To limit the use or disclosure of your personal data, you must do it in a duly signed application, filed either personally or to the e-mail address of the person responsible for the processing of personal data at the Company, requesting limiting the use or disclosure of said data.

If you wish to stop receiving promotional messages from the Company, you can apply using the means set forth in this Privacy Notice. The Company may take any action, it

deems appropriate; if the restriction of use or disclosure of data processes and practices affect the Company's affairs.

4. Means to exercise the rights of access, rectification, cancellation and opposition ("Derechos Arco").

Under the Act, the holder of personal data has the right to access data held by the company also the details of their treatment and to rectify it if inaccurate or incomplete; cancel the data under legal terms or object to their treatment for specific purposes.

Company may deny access to personal information, perform the modification or cancellation or oppose the processing grant thereof when:

- i. the applicant is not the owner of the personal data, or the legal representative is not duly qualified to do so;
- ii. the personal data of the applicant is not in their database,
- iii. the rights of a third party are infringed,
- iv. there is a legal impediment or resolution of a competent authority which restricts access to personal data, or does not allow rectification, cancellation and opposition thereto, and
- v. the rectification, cancellation or opposition has been previously done.

Likewise, the Company shall not be obliged to cancel the personal data if:

- i. it refers to the parts of a private contract necessary for its development and implementation.
- ii. The data should be treated by law.
- iii. If it obstructs judicial or administrative proceedings related to tax obligations, investigation and prosecution of crimes or updating administrative sanctions.
- iv. They are necessary to legally protect interests of the holder.
- v. They are required to perform an action in the public interest.
- vi. They are necessary to fulfill an obligation legally acquired by the holder, and
- vii. Treatment for prevention or for medical diagnosis or management of health services, provided that such treatment is performed by a health professional, who is sworn to an oath of confidentiality.

The holder of personal data may exercise the rights described above by submitting a duly signed application, either in the Company's office or by email to the following address [info@bikepad.com.mx](mailto:info@bikepad.com.mx), which must contain: name and address of the holder or other means, to communicate the answer to the request; documents proving the identity or, where appropriate, legal representation of the holder; clear and precise personal data, for which they seek, to exercise any of the above rights, and any other item or document that

facilitates the location of the described personal data.

Company will respond to this request within a period not exceeding 20 days by the same means by which the holder has made its request, by copy or electronically, as appropriate.

If Company denies the exercise of any rights of access, rectification, cancellation and opposition it must justify its refusal, giving the holder the right to request the initiation of the process of protecting rights before the Federal Institute of Access to Information and Data Protection (IFAI), established by Chapter VII of the Act.

For more information, please contact the person in charge of the processing of personal data at [info@bikepad.com.mx](mailto:info@bikepad.com.mx).

## 5. Transfers of personal data

With the exceptions, as laid down, as well as those mentioned in Article 37 of the Act, we hereby declare that we do not transfer personal data to third parties outside the company without the consent of the owner and in the terms established by law. Notwithstanding the foregoing, in compliance with Article 68 of Regulation Act, the Company will inform the owner of the personal data of any transfer carried out. By accepting this Privacy Notice the holder accepts that any transfer of your data will be held, if applicable, in compliance with the Act, Regulations and Guidelines. If you do not agree with the possibility that your data may be transferred under different assumptions to those listed in Article 37 of the Act, please communicate this opposition to our representative by the procedure established under subsection 4 above.

To carry out the purposes described in this Privacy Notice, information providers and clients may be communicated, within outside Mexico or to meet legal obligations of Company, including without limitation, those tax related. We may also disclose personal information of suppliers and customers to safeguard the rights and property of Company. We provide your information to third parties to be treated, in or out of Mexico, for professional advice purposes such as auditing and legal advice. All these processing tasks will be regulated as set out in our agreement and that the third party, according to the laws and their rights, will be upheld requiring them to treat them under the strictest of measures of confidentiality and security.

## 6. Changes to the Privacy Notice

The Company reserves the right to make changes at any time or update this Privacy Notice, to comply with legislative or legal reforms, internal policies, or new requirements, updating and publishing such changes.

These modifications will be available to the public, via our website [www.bikepad.mx](http://www.bikepad.mx) in section "Privacy Notice", or may possibly be sent to the last e-mail or, where applicable, address, you provide.

If the Company changes its identity, requires additional equity or financial personal data, changes the purposes for obtaining personal information or modifies the conditions of personal data transfers that can be carried out under the provisions of this Privacy Notice, there shall be a new Privacy Notice.

#### 7. Sensitive personal data

The Company does not collect sensitive data of customers and suppliers.

#### 8. Security measures implemented to protect the security of databases

We have implemented security measures to ensure the confidentiality, integrity and availability of the personal data provided to us, in order to prevent loss, misuse or alteration thereof.

As for the security of your information, The Company, as detailed in our website, stores and collects data through a feature called "cookies". If this feature is enabled on your browser, cookies may store small amounts of data on your computer about your visit to any of the Company websites. However, cookies do not provide us with personal information unless you provide additional information. Cookies assist us in tracking which elements are to your liking and what content may have been seen on previous visits. By visiting the websites of The Company again, cookies can enable us to customize our content according to your preferences.

We may use cookies to:

- keep a record subsequent to websites visiting the Company;
- accumulate and report anonymous, statistics about our website usage;
- deliver content specific to your interests or record previous visits;
- store your password to avoid entering it on every visit to our websites.

Cookies can be disabled by modifying your browser preferences where you can accept or reject all cookies, or request a notification when a cookie is positioned.

When we share information with third parties, we require and verify that they are provided with the necessary security measures to protect personal data of the holder, prohibiting the use of personal information for purposes other than those set out in this Privacy Notice.