

Privacy Notice of Brum Ramírez Asesores en Negocios, S.C. Valid for all legal leading effects.

Brum Ramírez Asesores en Negocios, S.C. (hereinafter BRAN), with address at Avenida Insurgentes Sur 1605, 15th floor, module IV, Colonia San José Insurgentes, Benito Juárez, C.P. 03900, Mexico City, in compliance with the provisions of the Federal Law on the Protection of Personal Data Held by Private Parties and its regulations (hereinafter LFPDPPP), informs you that the personal data provided to BRAN (personal data, identification, labor or contact), are treated confidentially and will be used to comply with the proposals for services, ongoing contracts or those to be signed with BRAN.

The management of the data received on our website www.grupobba.com.mx is intended to cater and provide all types of professional services, already contracted or to contract with BRAN, such as advice, consulting and technical assistance, selection, recruitment, training and personnel management, in any professional area whether legal, administrative, commercial, financial, accounting, corporate and / or any other. The aforementioned data can be treated by both BRAN, as well as GRUPO **BBA**'s controlling companies and subsidiaries, in order to provide a better service and prompt response to your requests.

Likewise, we inform you that you, at all times, have the right to access, rectify, cancel, update, oppose or revoke your consent concerning the use of your personal data (ARCO Rights), which may be exercised by sending an email to privacy@grupobba.com.mx. Any request which is presented must include full name, as well as a clear and precise description of the personal data with respect to which you will exercise the aforementioned rights, adding your email address to facilitate the location of the corresponding personal data.

In agreement with the provisions of article 32 of the LFPDPPP, we will notify the holder of the contract within a maximum period of twenty working days (counted from the date on which the request for access, rectification, cancellation or opposition is received), the determination adopted for the purpose as such, if it is appropriate, becomes effective within fifteen days following the date on which the response is communicated.

The aforementioned terms may be extended only once for an equal period, as long as the circumstances of the case justify it.

The personal data that the company collects do not affect the most intimate sphere of the contract holder, and therefore are not deemed as sensitive. Consequently, at the time of being provided by the holder thereof, unless expressly stated in a negative sense, consent for its treatment and transfer is taken for granted.

Brum Ramírez Asesores en Negocios, S.C. reserves for themselves the right to change, modify or supplement this present notice at any time, in which case it will be made known by e-mail to whom we must notify such changes or from the electronic page www.grupobba.com.mx