



COMPREHENSIVE PRIVACY NOTICE

MI MAR QUERIDO S.A. DE C.V.

In compliance with the provisions of Articles 15, 16, and other related and applicable articles of the Federal Law on the Protection of Personal Data Held by Private Parties, its Regulations, and other applicable legal provisions, **MI MAR QUERIDO S.A. de C.V.**, with its registered address at **Tulum-Boca Paila, Punta Piedra number 10, fraction C4 and 10 C3, Tulum, Quintana Roo, postal code 77760**, makes available to the data subjects this Comprehensive Privacy Notice, by which it informs them of the manner in which it collects, uses, stores, protects and, where applicable, transfers the personal data under its processing.

I. IDENTITY OF THE DATA CONTROLLER. - The party responsible for the processing of your personal data is MI MAR QUERIDO, S.A. de C.V., which undertakes to protect your privacy and to process your information in accordance with the principles of lawfulness, consent, information, quality, purpose, loyalty, proportionality, and accountability set forth in Mexican legislation.

II. PERSONAL DATA THAT MAY BE COLLECTED. - Depending on the legal relationship with the data subject, MI MAR QUERIDO S.A. DE C.V. may collect, by way of example and without limitation, the following personal data:

Identification data

- a. Full name.
- b. Address.
- c. Date and place of birth.
- d. Nationality.
- e. Marital status.
- f. Photograph.
- g. Signature.
- h. CURP (Unique Population Registry Code).
- i. RFC (Federal Taxpayer Registry Number).
- j. Social Security Number.
- k. Official identification documents.
- l. Passport.
- m. Driver's license.

Contact data

- a. Address.
- b. Landline telephone.
- c. Mobile telephone.
- d. Email address.
- e. Emergency contacts.

Employment data

- a. Job applications.
- b. Curriculum vitae.
- c. Employment file and history.
- d. Position.
- e. Department / area of assignment.
- f. Evaluations.
- g. Training.
- h. Attendance records.

Academic data

- a. Educational background.



- b. Certificates of studies.
- c. Certificates.
- d. Degrees.
- e. Professional licenses (cédulas profesionales).
- f. Courses and certifications.

Financial and asset data

- a. Banking institution and account.
- b. CLABE (standardized bank account number).
- c. Tax information and data necessary for payments.

Biometric data

Where the nature of the activities so requires:

- a. Fingerprint.
- b. Photograph.
- c. Image captured through access-control systems.
- d. Biometric attendance records.

Sensitive personal data. - Where strictly necessary and permitted by applicable legislation, MI MAR QUERIDO S.A. DE C.V. may process data relating to:

- a. Health status.
- b. Medical incapacities.
- c. Physical restrictions.
- d. Blood type.
- e. Information arising from workplace accidents.
- f. Information necessary for the handling of emergencies.

The processing of such data shall be carried out observing the reinforced security measures provided for by applicable legislation.

III. PURPOSES OF PROCESSING. - Personal data will be used for the following purposes:

Primary Purposes

- a. Identify and verify the identity of data subjects.
- b. Compile and administer the files of guests, clients, employees, suppliers, and service providers.
- c. Manage reservations, registration, lodging, stay, and departure of guests.
- d. Provide and administer lodging services and other contracted services.
- e. Formalize, administer, and ensure compliance with labor, commercial, and contractual relationships.
- f. Manage payments, invoicing, and other operations arising from the contracted services.
- g. Administer labor relationships and the benefits of employees.
- h. Control access and maintain the security of guests, visitors, employees, and suppliers within the premises.
- i. Attend to emergencies, incidents, and situations related to security and health.
- j. Comply with applicable legal, tax, labor, and administrative obligations.
- k. Respond to the requirements of competent authorities.
- l. Address requests, clarifications, complaints, and claims related to the services provided.

Secondary Purposes

Additionally, unless the data subject expressly states otherwise, the company may use certain personal data to:



- a. *Share institutional information.*
- b. *Invite to courses, training sessions, and events.*
- c. *Conduct satisfaction surveys.*
- d. *Disseminate safety, wellbeing, and social responsibility campaigns.*
- e. *Prepare internal statistics.*
- f. *Implement organizational improvement programs.*

IV. TRANSFER OF PERSONAL DATA. - MI MAR QUERIDO, S.A DE C.V. may transfer personal data when this is necessary to:

- a. Comply with applicable legal obligations.
- b. Respond to the requirements of competent authorities.
- c. Comply with contracts entered into with guests, clients, suppliers, and service providers.
- d. Comply with obligations before banking and financial institutions.
- e. Comply with tax and accounting obligations.
- f. Comply with labor and social security obligations.
- g. Engage specialized services necessary for the operation and provision of the hotel's services.

In all cases, it shall be ensured that only the data strictly necessary to fulfill the corresponding purpose is shared. Where legislation so requires, the data subject's consent shall be requested in advance.

V. SECURITY MEASURES. - MI MAR QUERIDO S.A DE C.V. implements administrative, physical, technical, and organizational measures to protect personal data against damage, loss, alteration, destruction, or unauthorized access or processing.

Access to the information is limited to authorized personnel in accordance with their functions and responsibilities.

VI. ARCO RIGHTS. - The data subject may exercise at any time their rights of:

1. Access.
2. Rectification.
3. Cancellation.
4. Opposition.

Likewise, the data subject may revoke the consent granted for the processing of their personal data where this is legally appropriate.

VII. PARTY RESPONSIBLE FOR HANDLING ARCO RIGHTS. - For any request related to the processing of personal data or to exercise ARCO Rights, the data subject may contact:

ÁNGEL CARRERA MERCADO

Officer for the Protection of Personal Data and Handling of ARCO Rights

Address: **Tulum-Boca Paila, Punta Piedra number 10, fraction C4 and 10 C3, Tulum, Quintana Roo,**
postal code 77760,

Email: Acarrerarc@gmail.com

Requests may be submitted using the corresponding form or by free-form written communication, accompanied by documentation that allows the applicant's identity to be verified or, where applicable, the corresponding legal representation.



VIII. LIMITATION ON THE USE OR DISCLOSURE OF PERSONAL DATA. - The data subject may request at any time the limitation on the use or disclosure of their personal data, where appropriate under applicable legislation, by submitting the corresponding request to the Officer for the Protection of Personal Data.

IX. USE OF TECHNOLOGIES ON THE WEBSITE. - When the data subject interacts with the website of MI MAR QUERIDO, S.A DE C.V., data may be collected through technologies such as cookies, log files, or other similar tools that help improve the browsing experience, generate usage statistics, and strengthen the security of the platform.

Should the website use this type of technology, the user may configure their browser to accept, reject, or delete such tools in accordance with their preferences.

X. AMENDMENTS TO THE PRIVACY NOTICE. - MI MAR QUERIDO, S.A DE C.V. reserves the right to modify or update this Privacy Notice at any time in order to address legal reforms, changes in its internal processes, new corporate policies, or any other circumstance that so requires.

Amendments will be available for consultation on the company's official website and at its administrative offices.

XI. ACCEPTANCE. - The data subject acknowledges that this Privacy Notice has been made available to them through the corresponding means and recognizes that they have been informed regarding the processing that MI MAR QUERIDO, S.A DE C.V. will give to their personal data, as well as the mechanisms to exercise their rights in accordance with applicable legislation.