

Privacy Policy (English version)

Our Commitment to Your Privacy

Administradora de PDV asociados SC is committed to protecting the privacy of its clients. This Privacy Policy (the "Privacy Policy") applies to all personal information collected or provided through our websites (our "Websites") and any mobile site, application, widget, and any other mobile interactive modality (together, our "Applications"), through official social media pages that we control (our "Social Networks") as well as through HTML formatted email messages we send (together, including Social Networks, Applications, and Websites, the "Sites"). If you do not agree with any of the terms of this Privacy Policy, please do not use the page or provide any personal information.

Personal Information

What kind of Personal Information do we collect?

"Personal Information" is any information that identifies you as an individual:

- Name
- User name
- Address (including billing and shipping addresses)
- Phone number- Administradora de PDV asociados SC (including mobile and landline)
- WhatsApp number
- Email
- Credit and debit card number
- Profile photo
- Social media user identification
- Country of residence
- School name and address
- Company name and address
- Educational courses of Administradora de PDV asociados SC
- Browser and device information
- Information from the server log file
- Information collected through cookies, pixel tags, and other technologies
- Data for the use of applications
- Demographic information and other information provided by you
- Location information

- Aggregated information

How do we collect your personal information?

We and our service providers may collect your personal information:

- Through Sites: We may collect Personal Information through the Sites, for example, when you subscribe to a newsletter or make a purchase.
- Offline: We may collect Personal Information offline, such as when you contact our customer service.
- From other sources: We may receive your Personal Information from other sources, such as public databases, business partners, social media platforms, people you are friends with or otherwise connected to on social media platforms, as well as from any third party. For example, if you choose to link your Social Media account to your Website account, certain Personal Information from your Social Media account will be shared with us. Such information may include Personal Information that is part of your profile or your friends' profiles.
- Through your browser or device: Certain information is collected by most browsers or automatically through your device. We use this information for statistical purposes, as well as to ensure the proper functioning of the Sites.
- Through server log files: Your "IP Address" is a number automatically assigned to the computer or device you are using by your Internet Service Provider (ISP). An IP Address is automatically identified and recorded in our server log files when the user visits the Sites, as well as the time of the visit and the page(s) that were visited. Please note that we consider IP Addresses, server log files, and related information as Other Information, except where applicable law provides otherwise.
- Use of cookies: Cookies allow a web server to transfer data to a computer or device for recording and other purposes. If you do not want your information to be collected through the use of cookies, there is a simple procedure in most browsers that allows you to disable the use of cookies. To learn more about the use of cookies, please visit <http://www.pvd-a.com>. To learn more about our use of cookies, please refer to our cookie policy.
- Through the use of an Application. By downloading and using an Application, we and our service providers may track and collect usage data of the Application, such as the date and time the Application installed on your device accesses our servers and what information and files have been downloaded to the Application

Personal Information may be collected by a third party and not by us, and will be subject to the third party's privacy policy and not this Privacy Policy. We will not have control over, and will not be responsible for, the use or disclosure of your Personal Information by such third party.

How do we use your Personal Information?

We may use your Personal Information:

- To respond to your inquiries and fulfill your requests, such as to send newsletters or to respond to your questions and comments.
- To contact you via a WhatsApp message after you have requested information about our courses.
- To send you administrative information, such as information about the Sites and changes to our terms, conditions, and policies. Because this information may be important to the use of the Sites, you may not opt out of receiving these communications.
- To complete and fulfill your purchase and/or donation, such as to process your payments, deliver your order, communicate with you regarding your purchase, and provide you with customer service information.
- To provide you with updates and news regarding our products, promotions, and programs, as well as to send you invitations to participate in special programs.
- To allow you to contact and be contacted by other users through the Sites, to the extent the applicable Site allows for it.
- To allow you to participate in forums, chats, profile pages, and blogs and other services where you will be able to post information and materials (including our Social Media).
- For our purposes, such as analyzing and managing our business, market research, audits, developing new products, improving our Sites, improving our services and products, identifying usage trends, determining the effectiveness of our advertising campaigns, tailoring the experience across the Sites and its content based on your activities on the Sites, and measuring customer satisfaction, as well as providing customer service (including troubleshooting with customer service).
- We use information collected through your browser or device for statistical purposes as well as to ensure the proper functioning of our Sites.
- For detailed information on the purposes for which we use cookies, please review our cookie policy.

- We may use the physical location of your device to provide you with personalized location-based services and content. We may also share the physical location of your device, combined with information about the advertising viewed by you and other information we collect, with our marketing partners to allow them to provide you with personalized content and to study the effectiveness of advertising campaigns.

- When we believe it is necessary or appropriate: (a) under applicable law, including laws outside your country of residence; (b) to comply with legal process; (c) to respond to public and governmental authorities including public and governmental authorities outside your country of residence; (d) to enforce our terms and conditions; (e) to protect our operations or those of any of our affiliates; (f) to protect our rights, privacy, safety or property, and/or those of our affiliates, you, or others; and (g) to allow us to pursue available remedies or limit the damages that we may sustain.

- Your personal data will be processed by Administradora de PDV asociados SC within and outside of the EU/EUA/Mexico/LATAM, mainly to complete your reservation, provide you with the products and services you have requested (including travel insurance coverage), and for customer service and advertising activities. Because our servers are located in the EU, our sales forces are based in local and global offices, our main office is in Switzerland, and the schools where students choose to take classes are in local offices globally, we may share your personal data with our corporate affiliates, managers, and business partners, both within and outside the EU/EUA/Mexico. The business partners with whom we share information are only those who need to have access to Personal Information to process the order you have placed

We are committed to protecting your personal information. If you notice any problem with this, please inform us immediately by contacting us as indicated in the "Contact" section.

Access and Modification Rights

We offer you various options related to the use and disclosure of your personal information for advertising purposes. You have the right to access, rectify, and request the cancellation of your personal data in accordance with applicable law. You also have the right to object to certain data processing practices or to revoke your consent, in accordance with applicable law. In order to exercise your rights, please contact us as indicated below.

Our representatives will inform you: (i) of the information that you or your legal representative should provide (if necessary) and the documents that you must attach to your request; (ii) the deadlines within which you will receive a response from us; (iii) available formats for submitting your request (if any); and (iv) how we will provide the information to you (which will usually be copies of documents or data messages).

Options to Limit the Way We Collect and Transfer Your Data (Options)

- We offer you options to limit the way we use and transfer your personal data. You can choose not to receive promotional communications by using the consent boxes located at the

end of this section. You can also let us know via email, phone, or by writing to us using the contact information located in the "Contact" section. In such a request, please indicate your interest in stopping receiving communications for advertising purposes.

- Additionally, we will not disclose your personal information to third parties, including our subsidiaries, without your prior authorization. Furthermore, even if we have your prior authorization, we will stop sharing your personal information if we receive and process a request from you asking us to stop the transmission of your personal information. If you would like to make such a request, please do so using the procedure established in the "Contact" section. Please clearly indicate that you request that the transmission of your personal information to our subsidiaries and/or any third party for advertising purposes be stopped.

- Please note that changes may not be made immediately. We will make every effort to comply with your request(s) as soon as possible and in no case later than 30 days from the date we receive your request. Please also note that if you choose to stop receiving advertising-related messages, we may still send you important administrative messages. You will not be able to opt-out of receiving administrative messages. PROFECO, the Mexican authority in consumer protection matters, has set up a free registration phone number so that you can register your telephone number on a list that will allow you not to receive advertising calls or text messages. For more information, please refer to the official authority's website <http://repep.profeco.gob.mx>.

- To review, correct, update, suppress, delete, or limit in any way the use of the personal information you provided to us earlier, please use the form in the "Contact" section and clearly state your request. In your request, please clarify what information you would like to have modified, if you would like your personal information to be deleted from our database, or what limitations you would like to establish for the use of your personal information.

- We will try to comply with your request as soon as reasonably possible. Please note that despite our efforts, there may be residual information that will remain in our databases and other records, which will not be deleted or modified. Additionally, please note that it may be necessary to retain certain information to maintain records and/or complete any transaction that you initiated before requesting modification or cancellation (for example, when making a purchase or entering a promotion, you will not be able to change or delete the personal data provided until after the termination of such purchase or promotion).

Third-Party Sites

This Privacy Policy is not intended to address the privacy, information or other practices of third parties for which we are not responsible, including any third party that operates any site linked to ADMINISTRADORA DE PDV ASOCIADOS SC's sites. The inclusion of a link on ADMINISTRADORA DE PDV ASOCIADOS SC's sites does not imply that the linked site has been verified or endorsed by us or our affiliates.

Additionally, we may give you access to third-party features that allow you to post content to your social media accounts. Please note that any information you provide through the use of these features is governed by the third party's privacy policy and not by this Privacy Policy. We have no control over and will not be responsible for the use of information that you provide to any third party through the use of these features.

Furthermore, we are not responsible for the collection, use, and disclosure policies and practices (including data security practices) of other organizations such as Facebook, Apple, Google, Microsoft, RIM, or any application developer, application provider, social media platform provider, operating system provider, wireless service provider, or device manufacturer, including any Personal Information you disclose to other organizations through or in connection with the applications or on our Social Media Pages.

Retention Period

We will retain your Personal Information for as long as necessary to fulfill the purposes set out in this Privacy Policy.

Use of Sites by Minors

We offer programs for children that can be purchased by adults. For the protection of children's privacy, parental consent is required when making a reservation or requesting a brochure for one of these programs designed for users under 18 years of age.

Sensitive Information

We generally request that you do not send and/or disclose any sensitive Personal Information (such as information related to racial or ethnic origin, political opinions, religion or other beliefs, health or medical conditions, criminal background or union membership), either through the Sites or directly to us. In specific cases, such as insurance applications, we will let you know how to securely provide such information to us.

Changes to this Privacy Policy

We may make modifications to this Privacy Policy. Please review the "Last Updated" legend at the top of this page to verify when the last version of this Privacy Policy was issued. Any modifications to this Privacy Policy will become effective when we publish the new version on any of our Sites. Your use of the Sites following the publication of these modifications means that you accept the new Privacy Policy.

Contact

If you have any questions about this Privacy Policy, please contact us:

Representative: Jesús M. Pérez de Vega

Phone: 55.5250.3792

Email: jperez@pdv-a.com