



PRIVACY NOTICE

ENTITY RESPONSIBLE FOR THE PROTECTION OF YOUR PERSONAL DATA

In accordance with Articles 15 and 16 of the Federal Law on Protection of Personal Data Held by Private Parties, we inform you that the **Mexican Association of Machinery Distributors, A.C. (hereinafter referred to as "AMDM")**, with address at Francisco Petrarca No. 232, Col. Chapultepec Morales, 11570 Miguel Hidalgo, Mexico City, is responsible for collecting your personal data, its use, and protection, in compliance with the principles of legality, quality, consent, information, purpose, loyalty, proportionality, and responsibility.

For What Purposes Do We Collect and Use Your Personal Data?

Your personal data will be used for the following purposes:

- (i) To invite you to our exhibitions.
- (ii) To inform you about services and products.
- (iii) To provide price quotations for services and products.
- (iv) To provide the services and products you request.
- (v) To notify you about new services or products related to those already contracted or acquired.
- (vi) To inform you about changes in services or products.
- (vii) To conduct studies and programs necessary to determine consumer habits.
- (viii) To perform periodic evaluations of our products and services in order to improve their quality.
- (ix) To keep our records updated to comply with our tax obligations.
- (x) To maintain general communication and follow up on our business relationship.
- (xi) In general, to fulfill the obligations we have contracted with you.

What Personal Data Do We Collect and From Where?

For the purposes mentioned in this privacy notice, we may collect your personal data in various ways: when you provide it to us directly or through third parties contracted by us, when you visit our websites or use our online services, and when we obtain information from other sources permitted by law.

We collect your personal data directly when you provide it through various means (web, phone, or registration at Querétaro Centro de Congresos QCC), participate in our fairs, or provide us with information for service purposes. The data we collect through these means may include, but are not limited to: full name, landline phone, mobile phone e-mail address, business name of the company you represent, job position, physical address, city, country, nationality.



The financial or asset-related data we collect are those contained in a copy of the cover page of a bank statement and/or bank contract, excluding transaction details and balances.

By providing us with your personal data, you consent to its processing both within and outside of Mexico and understand that it may be processed directly or indirectly by AMDM, its subsidiaries, affiliates, related entities, competent authorities, as well as third-party service providers with whom AMDM has a legal relationship, including but not limited to attorneys and consultants.

Furthermore, we inform you that to fulfill the purposes outlined in this Privacy Notice, your data will be collected and processed under strict security measures to ensure its confidentiality.

Sensitive Personal Data

The Data Subject declares that they have not provided and will not provide AMDM with any "sensitive personal data," meaning any private information whose improper use may result in discrimination or pose a serious risk to them. Specifically, the Data Subject agrees not to provide AMDM with any data regarding racial or ethnic origin, present or future health conditions, genetic information, religious, philosophical, or moral beliefs, union membership, political opinions, or sexual preference.

Scope, Use, and Disclosure

You may stop receiving advertising emails by following the steps outlined in the emails we send.

How Can You Access, Rectify, Cancel, or Oppose the Use of Your Data?

Your personal data is handled in accordance with applicable and current legislation in Mexico. Therefore, we inform you that you have the right to exercise your ARCO rights (Access, Rectification, Cancellation, and Opposition) to access your personal data that we hold, to know the details of its processing, to rectify it if it is inaccurate or incomplete, to cancel it when you believe it is not necessary for any of the purposes stated in this privacy notice, is being used for non-consented purposes, or when the contractual or service relationship has ended, or to oppose its processing for specific purposes.

To exercise these rights under the terms of Article 29 of the Law, you may send your request to our Data Protection Department, located at Francisco Petrarca No. 232, Col. Chapultepec Morales, 11570 Miguel Hidalgo, Mexico City, or contact us at 55316976 or via email at privacidad@amdm.org.mx. We request that you confirm receipt via phone to ensure proper handling.

The ARCO rights request must include:



- (i) The data subject's name, address, email, or other means to communicate the response.
- (ii) Documents proving identity (scanned official ID and/or passport) or, if applicable, legal representation.
- (iii) A clear and precise description of the personal data subject to ARCO rights.
- (iv) Any additional element or document that facilitates locating the personal data.

Your request will be processed within a maximum of 20 business days. If identity verification is not provided, the request cannot be processed.

How Can You Revoke Your Consent for Data Processing?

You may revoke the consent granted for processing your personal data at any time, so we cease using it. To do so, you must submit a request via email to our Data Protection Office at **social@amdm.org.mx**. If you do not wish to receive promotional messages from us, you can send your request to the same email address.

Can Your Personal Data Be Transferred?

Your data may be transferred to third parties who have signed a confidentiality agreement with AMDM, ensuring compliance with this law, and solely for the purpose of providing services to AMDM and carrying out activities related to its legal relationship. Additionally, your personal data may be transferred to international entities (foreign companies without offices in Mexico, as well as international commercial contact entities).

Third parties and entities receiving personal data assume the same obligations and/or responsibilities as AMDM, in accordance with this Privacy Notice.

We commit not to transfer your personal data to third parties without your consent, except for the exceptions provided in Article 37 of the Federal Law on Protection of Personal Data Held by Private Parties, and to carry out such transfer under the terms established by that law.

If you do not object to your data being transferred, it will be understood that you have given your consent.

If you do not consent to the transfer of your personal data, please fill out the following:

() Mark with an "X": I do not consent to my personal data being transferred under the terms outlined in this Privacy Notice.



Full Name:

Address:

Email:

Contact Phone:

Official ID:

Signature:

Date:

If you do not consent to the transfer of your data, we request that you return this document with your name, signature, and date via email to **social@amdm.org.mx**, deliver it personally to our offices, and we will proceed to suspend the transfer of your personal data.

Implemented Security Measures

To protect your Personal Data, AMDM has implemented mechanisms to ensure the confidentiality of the Personal Data provided to us. These are protected by administrative, technical, and physical security measures to prevent damage, loss, alteration, destruction, misuse, unauthorized access, or improper disclosure.

Only authorized individuals will have access to this Personal Data exclusively for the services provided.

When we share your information with third parties that provide services to us, we require and verify that they have the necessary security measures in place to protect your Personal Data, prohibiting the use of your personal information for purposes other than those entrusted. However, any non-compliance by such third parties with the provisions of the law and its regulations is their sole responsibility.

Cookies are text files that are automatically downloaded and stored on the user's computer hard drive when browsing a specific website. They allow the server to remember certain data about the user, such as their preferences for viewing pages on that server, name, and password. Web beacons, on the other hand, are images embedded in a website or email that can be used to monitor a visitor's behavior, such as storing information about the user's IP address, the duration of their interaction on a page, and the type of browser used, among other data.



With that in mind, we inform you that AMDM uses cookies and web beacons to collect information such as the following: your browser type and operating system, the links you follow while navigating our pages, your IP address, and the website you visited before entering ours.

Modifications to the Privacy Notice

We reserve the right to make modifications or updates to this privacy notice at any time to comply with legislative changes, internal policies, or new requirements for the provision or offering of our services or products. This Privacy Notice, as well as any modifications, will be available on our website: www.amdm.org.mx.

Consent

By making this Privacy Notice and its modifications available to you, whether in person, through our website, or by other means, and in the absence of an immediate objection, it will be understood that the data subject has tacitly consented to the processing of their Personal Data.

By providing your Personal Data to AMDM, you agree to its processing.

If you do not agree, please do not provide any data. If you have any questions, you can contact our Administration and Personal Data Protection Department at social@amdm.org.mx

Where to File Complaints Regarding the Improper Use of Your Personal Data?

If you believe that your right to personal data protection has been violated by any of our employees' actions or by our responses, or if you suspect any violation of the provisions of the Federal Law on the Protection of Personal Data Held by Private Parties, you may file the corresponding complaint with the INAI. For more information, visit: www.ifai.org.mx