

PRIVACY NOTICE

In order to comply with the provisions of the Federal Law for the Protection of Personal Data in Possession of Private Parties (LFPDPPP) PRIMA DESARROLLADORA DE EXPOSICIONES, S. DE R.L. DE C.V. (hereinafter Barrera Expo), makes available to you this privacy notice and handling of personal data so that you - as Holder of the Personal Data (OWNER) - are informed about the treatment that will receive the personal data you provide us.

Barrera Expo, domiciled at Ernesto Elorduy 38, Guadalupe Inn, Álvaro Obregón, C.P. 01020, Mexico City, and with web address <https://barrera-expo.mx>, is responsible for the use and protection of your personal data, and in this regard we inform you of the following:

PERSONAL DATA AND PURPOSES OF PROCESSING

The personal data that we will collect from you will be used for the following purposes that are necessary for the service you request:

- To confirm your identity.
- To carry out the registration of your attendance in Expo Transporte ANPACT 2025.
- To elaborate the access badge for Expo Transporte ANPACT 2025.
- For your safety and that of the people who will attend Expo Transporte ANPACT 2025.
- To keep you informed of the activities that will take place during Expo Transporte ANPACT 2025.
- To make use of the exclusive application of Expo Transporte ANPACT 2025.

Additionally, the data collected will be used for the following purposes that are not necessary, but that allow and facilitate us to provide you with better service, attention and information:

- Sending commercial promotions.
- Sending invitations to different events in the automotive industry.
- Generation of statistics and market research.
- Marketing and advertising.
- Commercial prospecting.
- Creation of specialized audiences in online platforms and social networks.

If you do not want your personal data to be processed for these additional purposes, you may indicate so by submitting a free-format letter to the address of Barrera Expo or by sending an e-mail to info@barrera-expo.mx. **If you do not express your refusal for such treatment in the terms indicated above, we will understand that you have given us your consent.**

The refusal to use your personal data for these purposes shall not be a reason to cancel your participation in the market research in which you have confirmed that you will participate.

PERSONAL DATA WE WILL COLLECT

To carry out the purposes described in this privacy notice, we will use the following personal data:

- Identification data: name, address.
- Contact data: home and cell phone, e-mail.
- Data on physical characteristics (obtained through video).
- Employment data: position or position held.
- Personal interests.

We inform you that Barrera Expo may obtain your personal data through electronic communications that we establish with you, correspondence, audio, video, phone calls, messages through the WhatsApp social network or information provided through the websites: www.barrera-expo.mx and <https://ExpoTransporte.com>. Derived from the above, Barrera Expo establishes and maintains administrative, technical and physical security measures to protect personal data against damage, loss, alteration, destruction or unauthorized use, access or treatment.

TRANSFER OF PERSONAL DATA

We inform you that your personal data will be shared within and outside the country with the following

Addressee	Purpose
Exhibitions, Congresses, Conventions and Corporate Events Companies.	To generate the entrance badges to Expo Transporte ANPACT 2025.
Organizations and/or Associations dedicated to the transportation sector.	To send you invitations to events in the transportation sector (*).
Advertising and marketing companies.	To offer you services that may be of interest to you, as well as special promotions and the creation of specialized audiences (*).
Companies dedicated to marketing through online platforms and social networks.	To offer you services that may be of interest to you, as well as special promotions and the creation of specialized audiences (*).

persons, companies, organizations and authorities other than us, for the following purposes: We also inform you that, for the transfers indicated with an asterisk (*) we require your consent, if you do not want your personal data to be transferred for such purposes, you can indicate it by submitting a free format letter at the address of Barrera Expo or by sending an email to info@barrera-expo.mx. **If you do not express your refusal to such transfers, we will understand that you have given us your consent.**

EXERCISE OF YOUR RIGHTS ARC (ACCESS, RECTIFICATION, CANCELLATION AND OPPOSITION))

You have the right to know what personal data we have about you, what we use them for and the conditions of the use we make of them (Access). Likewise, it is your right to request the correction of your personal information in case it is outdated, inaccurate or incomplete (Rectification); that we remove it from our records or databases when you consider that it is not being used properly (Cancellation); as well as to oppose the use of your personal data for specific purposes (Opposition). These rights are known as ARCO rights. To exercise any of the ARCO rights, you must make the respective request to the Privacy Department, through any of the following means:

- Sending an email to info@barrera-expo.mx.
- By submitting a written request at the address of Barrera Expo located at Ernesto Elorduy 38, Guadalupe Inn, Álvaro Obregón, C.P. 01020, Mexico City.

Regarding the procedure and requirements for the exercise of your ARCO rights, we inform you of the following:

The information and/or documentation that the request must contain, is the following:

1. Name of the holder and address or other means of communicating the response to your request;
2. Simple copy in printed or electronic format of the documents that prove your identity -voter's credential, passport, professional license- or, if applicable, that of your legal representative (you must attach a simple power of attorney with autographic signature of the Holder, the attorney-in-fact and their corresponding official identifications);
3. The clear and precise description of the personal data with respect to which the exercise of any of the ARCO rights is sought;

4. Any other element or document that facilitates the location of the personal data.
In the case of requests for rectification of your personal data, you must also indicate the modifications to be made and provide the documentation supporting your request.

In the case of requests for access to personal data, Barrera Expo will proceed with its delivery, prior accreditation of your identity as owner or your legal representative, as appropriate, by issuing simple copies or electronic documents. The delivery of personal data will be free of charge, except for shipping costs or the cost of reproduction in copies or other formats, which must be paid by you or your Legal Representative.

We will respond to your request, within 20 working days from the receipt of such request through the means you have indicated in the same.

REVOCACTION OF YOUR CONSENT

You may revoke the consent, if any, you have given us for the processing of your personal data. However, it is important to note that not in all cases we can meet your request or terminate the use immediately, since it is possible that some legal obligation may require us to continue processing your personal data. Also, you should consider that, for certain purposes, the revocation of your consent will imply the conclusion of your relationship with us.

To revoke your consent you must submit your request through the means indicated and following the procedure established in this Privacy Notice for the exercise of ARCO rights. The requirements for the revocation of consent are as follows:

1. Name of the holder and address or other means to communicate the response to your request;
2. Documents proving the identity or, as the case may be, legal representation of the holder;
3. The clear and precise description of the personal data with respect to which the revocation of consent is sought, indicating whether the revocation sought is total or partial; and
4. Any other element or document that facilitates the location of the personal data.

LIMITING THE USE AND DISCLOSURE OF YOUR PERSONAL INFORMATION

In order for you to limit the use and disclosure of your personal information, you must submit your request through the means indicated and following the procedure established in this Privacy Notice for the exercise of ARCO rights. The information and/or documentation that the request must contain is the following:

1. Name of the holder and address or other means to communicate the response to your request;
2. Documents proving the identity or, as the case may be, legal representation of the holder;
3. The clear and precise description of the personal data with respect to which the use or disclosure is sought to be limited; and
4. Any other element or document that facilitates the location of the personal data.

THE USE OF TRACKING TECHNOLOGIES ON OUR WEBSITE

We inform you that we use cookies on our website, through which it is possible to provide you with a better service and experience when browsing our website. The personal data we collect through these technologies will be used to store your preferences in your browser and to show you personalized content and appropriate advertising on your subsequent visits to our website.

The personal data we obtain from these tracking technologies are the following:

- Identifiers, user name and passwords for a session.
- Region in which the user is located
- User's browser type
- Type of user's operating system
- Date and time of the start and end of a user's session

- Web pages visited by a user
- Searches performed by a user
- Advertising reviewed by a user
- Lists and spending habits on shopping pages

You can accept or decline cookies. To reject cookies, you must access your browser settings, in this case, it will not be possible to store your preferences on our website.

CHANGES TO THIS PRIVACY NOTICE

This privacy notice may be modified, changed or updated due to new legal requirements; our own needs for the products or services we offer; our privacy practices; changes in our business model, or other causes. We commit to keep you informed about the changes that this privacy notice may undergo through the websites <https://barrera-expo.mx> and <https://ExpoTransporte.com>

Last update: January 30th, 2024.