

PRIVACY NOTICE

CASUVE, S.A. of C.V., located at Blvd. Adolfo López Mateos No. 2611 Oriente, Col. Guadalupe, in León, Guanajuato, hereby informs you that the personal information collected on you to date or which is subsequently collected or generated as a result of the legal relationship existing or, where applicable, subsequently entered into between us, such as: full name, email address, street address, phone number, cell phone number, place and date of birth, marital status, age, nationality, photograph, unique population registration number (CURP), taxpayer registration number (RFC), employment information, credit history, and personal and/or business references, as well as information regarding, for example, property ownership and bank and/or credit cards, will be used for such purposes as may be required in connection with the aforementioned relationship, including:

PRIMARY PURPOSES:

- 1) The provision of any service or the marketing of any product requested by you.
- 2) The billing and collection of services provided or products purchased.

SECONDARY PURPOSES:

- 3) To publicize and promote services, products or events, including the sending of advertising materials and newsletters relating to our company or any of the companies belonging to the same corporate group, or to any promoters or advertisers connected therewith;
- 4) In quality and service evaluations, audits, research and analysis aimed at developing and improving our services, products, content, communications, and advertising.

Furthermore, we hereby inform you that our premises are fitted with security cameras to ensure your safety and that of all those who visit us, and to safeguard our facilities, employees, and assets, and that the images and footage collected by these cameras will be used for this purpose.

If you do not wish for your personal information to be used for any or all of the secondary purposes listed above, please note that you have a period of 5 (five) days in which to notify us to this effect via email at privacidad@radissonpoliforumplaza.com.

In the event that you provide us with personal information relating to a third party, you acknowledge that you have the consent of such party for us to use this information to contact them.

It is understood that you consent to the transfer of any such information for these purposes, where applicable, to any entity that forms a direct or indirect part of our company, its subsidiaries or affiliates, as well as to any third party, either local or foreign, including: a) any banking institution or other related supplier involved in the processing of payments, b) any person connected with us that is involved in service, verification, review

or certification processes relating to tax and administrative matters, c) any supplier who assists us in ensuring the effective provision of the services, d) any company with which we have entered into a cooperation agreement for the purpose of promoting and providing their products and services, (for which your consent is required), e) any third party in compliance with applicable laws and/or court or administrative orders, and f) the competent authority, where required.

If, in the case of any transfer of information for which your consent is required, you do not wish for us to share your personal information, please email us to this effect at privacidad@radissonpoliforumplaza.com address, where your request will be dealt with promptly and accordingly.

In order to restrict the use and disclosure of your information, we will maintain physical, administrative, and technical security measures in place, as well as policies and procedures to protect the security and confidentiality of the information obtained.

Withdrawal of Consent and Exercise of ARCO Rights

You may withdraw your consent for the use of your personal data at any time and exercise any of your ARCO (Access, Rectification, Cancellation or Opposition) rights by emailing our Privacy Officer at: privacidad@radissonpoliforumplaza.com. The email in question must include the following:

- (i) The name and address of the Data Subject or any other details of where you can be notified of the response to your request;
- (ii) Documentary proof of the identity of the Data Subject or, where applicable, that of the Data Subject's legal representative;
- (iii) A clear and accurate description of the Personal Data in connection with which you wish to exercise your ARCO rights; and
- (iv) Any other item or document that could help us locate the relevant Personal Data.

If any of the Data Subject's Personal Data is inaccurate or incomplete, in addition to providing the information and items listed above, the Data Subject must specify the modifications required and provide the necessary documentation to support the request.

Limitation and/or Disclosure of Your Information

You may restrict the use or disclosure of your personal information by emailing us a request to this effect at privacidad@radissonpoliforumplaza.com.

To read this Notice and any amendments hereto, visit www.radisson.com and/or www.atruius.com.mx, or see the notifications posted at our offices and branches or included in all of our correspondence with you.

Latest update: 6/26/2014