

PRIVACY POLICY

CASUVE, S.A. de C.V. (hereinafter CASUVE), located at Blvd. Adolfo Lopez Mateos 2611 Oriente, Col. Guadalupe, in Leon, Guanajuato, is the owner and holder of www.radisson.com and www.atrius.com.mx. CASUVE recognizes and favors the privacy and confidentiality of any personal information collected on you.

In CASUVE acknowledge that all personal information in our possession was entered freely and voluntarily by their owners and / or has been acquired legitimately through appropriate legal means.

Therefore, we have developed a Privacy Policy that we want to help you understand how we collect, use, transfer, store and protect your information.

Personal information, including financial or sensitive, it is data that can be used to uniquely identify or contact a single person. Personal information can be requested at any time when you contact us or when you contact a branch company. CASUVE and its affiliates may share personal information with each other and use it in accordance with this Privacy Policy. Also they can combine it with other information to provide and improve our products, services, content and advertising.

In accordance with the "Ley Federal de Protección de Datos Personales en Posesión de Particulares" (hereinafter "the law"), when CASUVE process customer information is required to observe the principles of legality, consent, information, quality, purpose, loyalty, proportionality and liability under the law.

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.

Here are some examples of personal information that CASUVE may collect and how we use it. These examples are merely illustrative and should not be considered a complete description of our practices for gathering and disseminating information.

What personal information do we collect:

When you visit the site www.radisson.com online, and select the section "Book a hotel" and choose the "Radisson Poliforum Plaza Hotel Leon" we may collect some information, including your name, address, phone, email and credit card information.

Also, when you visit the site www.atrius.com.mx online, and select the section "Contact" we may collect different information, including your name and email account.

How do we use your personal information:

The personal information we collect will be used to:

- 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.
- 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.
- 5) Respond to your requests or comments.

Online information and data collection.

You can visit us on the web without identifying yourself or revealing any personal information, including your email address. In this case, our Web servers collect the domain name used to access the Internet, such as "google.com" or "yahoo.com," the Web site you came from and visit next. We can select outside companies that perform services on behalf of CASUVE and use this information to track the number of visits, average visit, pages visited and other statistics about visitors time to our website in general. We may also use this data to monitor site performance and ease of use.

We may collect the gathered statistics about our customers, sales, traffic patterns, and services and deliver them to third parties. However, when we reveal these statistics to third parties, we do not include personally identifiable information unless you have agreed to receive personalized information. Moreover, any portion of our Website you may send personal information for specific purposes such as to contact us and leave us your requests, comments and suggestions, and to reserve a room.

Cookies.

The website, online services, emails messages and advertisements may use "cookies" and other technologies such as pixel tags and counter.

Cookies are small pieces of data ("cookies"), stored by your Internet browser on the hard drive of your central processing unit ("CPU"). Like many other Web sites, we use cookies to enhance your viewing experience and measure the use of Web sites. With the help of cookies, we can present you with customized offerings or content that interests you. We also may use cookies to recognize you on subsequent visits or to remember your user name so you do not need to reinsert each time you visit our site. You can set your browser to notify you when you receive a cookie or prevent sending them. However, you should note that by not accepting cookies may limit the functionality we can provide when you visit our website.

We treat information collected by cookies and other technologies as non-personal information. However, to the extent that Internet Protocol (IP) addresses or similar identifiers are considered personal information by local law, we also treat these identifiers

as personal information. Similarly, to the extent that non-personal information is combined with personal information, we treat the combined information as personal information for the purposes of this Privacy Policy.

As with most websites, the information is automatically collected and stored in log files. This information includes IP (Internet Protocol) address, browser type and language, Internet service provider (ISP), exit pages, operating system, date and time of visit, and data navigation page.

This information is used to analyze trends, administer the site, to learn about user behavior on the site, and gather demographic information about our user base as a whole. CASUVE can use this information in our marketing and advertising.

Blocking cookies

1. Open Internet Explorer. 2. Click the Tools button, and then click Internet Options. 3. Click the Privacy tab, and then move the slider to a position between the upper and lower ends, so do not lock or allow all cookies. 4. Click Sites. 5. In the Address of website box, type the website address, and then click Block. 6. As written, it will appear a list of web pages you have already visited. If you click an item in the list is displayed in the Address of website box. 7. When finished, click OK.

Email Communications.

Occasionally, we may send you emails with information that might be useful, including information about our products and services or offers from other affiliated companies or third parties. You can choose not to receive these emails if you wish.

Encryption.

We use encryption and authentication tools to protect information we collect on our Web site. However, it is possible that emails out of our website, are not protected.

Information we may disclose

We may disclose the information collected to other individuals and entities as mentioned below. These people are forced to use such information solely for the stated purposes. The information may be disclosed as follows:

Disclosure to service providers

We may disclose personal information collected to third parties, such as banks and providers of services related to signed up for you.

In all cases, we require service providers to disclose personal information to comply with our Privacy Policy and use the information only for the purposes for which they were hired. We disclose personal information to these providers in order to serve you better.

Disclosure to other affiliated companies

We may disclose identifying information such as name, address, telephone number and information about operations to other affiliated or subsidiary companies, for the above purposes.

Disclosure of other information permitted by law

We may need to disclose personal information under law, judicial, administrative, legal action and / or requested by authorities within or outside your country of residence. CASUVE may also disclose information if it considers that for reasons of national security, law enforcement, or other issues of public importance, disclosure is necessary or appropriate.

No Disclosures for other purposes

We will not share your personal information with outside companies for other purposes than those described above. For example, CASUVE do not sell personal information to outside companies that want to offer their products and services. We can offer you products or services on behalf of other companies but we will not give your personal information.

Links to other sites

www.radisson.com and / or www.atrius.com.mx may contain links to other sites such as the websites of other companies that advertise on our website. While we try to link only to sites that share our high standards of privacy and confidentiality of information, we assume no responsibility for the content, security or privacy practices employed by other sites. We recommend that you obtain more information about the privacy policies of these sites.

Protection of Personal Information

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.

Security of information collected

We maintain strict measures applicable to protect your personal information from unauthorized or inappropriate access. Access to personal information is restricted to employees and service providers who need to know the same for legitimate business purposes. Employees and service providers who violate our Privacy Policy are subject to disciplinary and / or appropriate penalties.

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.

Time to respond to your request

In response to your request, CASUVE has a maximum of 20 working days, which can be extended once only if good cause exists.

If the request is appropriate, the holder may exercise their ARCO right within 15 working days of the date of response. This period may be extended once only.

If CASUVE unresponsive or holder is not satisfied with their response, you can submit a Request for Data Protection at the Federal Institute for Access to Information and Data Protection (IFAI).

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.

Integrity and Retention of Personal Information

CASUVE guarantees to keep your personal information accurate, complete and up to date. Personal information will be retained for the period necessary to fulfill the purposes set out in this Privacy Policy, unless required by law or authorizing a longer retention period.

Contact us

For questions about this Privacy Policy, please use the Contact email privacidad@radissonpoliforumplaza.com. We welcome your questions and suggestions about our privacy policy.

Changes to this Privacy Policy

Amendments to this policy will be available on the website www.radisson.com and / or www.atruius.com.mx. Please check this Privacy Policy periodically to stay informed of any

changes. While we reserve the right to modify or supplement this privacy policy, any significant changes will be informed on this site within the next 30 days.

We are committed to protecting personal information and use or share it only to fulfill the obligations arising from the acquisition of a product or service, or to enhance or improve the products and services we offer. By not actively oppose the terms of this Privacy Policy consents to the disclosure of personal information or consumer reports as described above.

The practices and policies contained in this Privacy Policy supersede all previous notices or statements about it.

This Privacy Policy applies only for the following purposes: for the practices of collection, protection, and use and transfer of information disclosed to CASUVE.

Last updated: 06/26/2014