

# PRIVACY NOTICE

Operadora Pez Gato, S de RL de CV, better known as Pez Gato Amazing Adventures, with address Calle Revolucion de 1910 Lote 03 Mza 40, Colonia Matamoros, Cabo San Lucas city, Los Cabos municipality, Zip Code 23410, in Baja California Sur state, Mexico, with web site [www.pezgato.com](http://www.pezgato.com), is the responsible of the use and protection of your personal data, thus we want to give you the following information:

## With what purpose will we be using your personal data?

The personal data that we gathered from you is being used for the service that you are acquiring:

- Answering to your requirements of information, attention and service.
- Creation of a personal file of the contractual agreement for future service follow up.

In addition, we will be using your personal data for secondary means independent from the requested service, but that allow us to give you the best possible service and attention :

- Provide the solicited products, touristic activities, transportation services, and other products.
- Provide the requested services.
- Evaluation of the quality of the service we provided (survey).
- Financial management, invoice and process your payment (including payment method, fraud prevention).
- Comply with the obligations and compromises we have contracted with our customer.
- To administer loyalty programs, discounts and rewards, perform clarifications and investigations.
- Perform studies and investigations that are useful to determine the habits of use and consumption.
- Offer new products and services based on the interest levels and needs of our customers.
- Notifications about our new services, touristic activities or products that have a relation with the one already hired or acquired.
- Newsletters and statements about our organization.
- Marketing or advertisement.
- Commercial research.

In case you don't want your personal data to be used with secondary means, mark it in the following section:

I do not agree with my personal data to be used for the following:

- ☐ Provide the solicited products, touristic activities, transportation services, and other products.
- ☐ Provide the requested services.
- ☐ Evaluation of the quality of the service we provided (survey).
- ☐ Financial management, invoice and process your payment (including payment method, fraud prevention).
- ☐ Comply with the obligations and compromises we have contracted with our customer.
- ☐ To administer loyalty programs, discounts and rewards, perform clarifications and investigations.

[ ] Perform studies and investigations that are useful to determine the habits of use and consumption.

[ ] Offer new products and services based on the interest levels and needs of our customers.

[ ] Notifications about our new services, touristic activities or products that have a relation with the one already hired or acquired.

[ ] Newsletters and statements about our organization.

[ ] Marketing or advertisement.

[ ] Commercial research.

The disagreement of the use of personal data for this means won't be a reason for us to not provide you with our services and products that you are requesting or contracting from us.

#### **What personal data would we use?**

- Identification information.
- Contact data.
- Work data.
- Financial or assets data.

#### **How you access, verify or cancel your personal data, or refuse to its use?**

You have the right to know what personal data we have from you, for what means do we use them and the terms of the use we give to your personal data (access). Additionally, is your right to request a change of personal data in case is off date, inaccurate, or incomplete (verification); to have it removed from our database when you consider that is not being used correctly (cancellation); as well as refuse the use of personal data for specific purposes (refusal). This rights are known as ARCO rights.

For any use of the ARCO rights you will have to present the proper request through the following:

Sending an email to: [brisa@pezgato.com](mailto:brisa@pezgato.com)

To know the procedure and requirements for the use of ARCO rights, you can contact us through:

Phone number, email and our respective offices.

The contact information or personal data department that is in charge of the processing of ARCO rights requests are the following:

1. Name of the person or department of personal data: Brisa Lopez Gonzalez.
2. Address: Calle Revolución de 1910 Lote 03 Mza 40, Colonia Matamoros, Cabos San Lucas city, Los Cabos,, Zip Code 23410, Baja California Sur state, Mexico.
3. Email: [brisa@pezgato.com](mailto:brisa@pezgato.com).
4. Phone number 6241433797.

### **You can revoke your agreement to the use of your personal data**

You can revoke your agreement that you have given us for the use of your personal data. However it's important that you take into account that we sometimes won't be able to process your request or stopping the use of personal data immediately , because it's possible that for legal reasons we have to keep managing your personal data. Additionally you will have to consider that for specific purposes, the revocation of your agreement will imply that we won't be able to keep providing you with the service you solicited, or the termination of our business relations.

To revoke your agreement you will have to present a request through the following:

Personal data handler.

To know the procedure and requirements to revoke the agreement, we have the following contact information:

Phone number, email address, and respective offices.

### **How can you limit the use or release of your information to third parties?**

You can limit the use or release of your information, through the following:

Send an email request to : [brisa@pezgato.com](mailto:brisa@pezgato.com)

Additionally you can subscribe to the following registry in case you don't want to get our publicity:

Users Public Registry, for more information you can visit the CONDUSEF web page.

### **How can you be aware of the changes in this privacy notice?**

The following privacy notice may suffer modifications, changes or updates according to law requirements; our own needs for products or services we offer; our privacy terms, changes in our company, or other reasons.

We are committed to keeping you informed about the changes that the current privacy notice may have through:

Newsletters outside our establishment or customer service centers, on our web page under privacy notice section, and through the already mentioned email address.

The notifications about changes or updates will be displayed in the following matter:

We reserve the right to make changes and modifications to the current privacy notice at any time, according to the updates in laws, external policies or new requirements for the presentation or offering of our services or products. This modifications will be available for the public through the following:

Newsletters outside our establishment or customer service centers, on our web page under privacy notice section, and through the already mentioned email address.

Last update: 12/01/2020

