



Privacy notice Alfa Foods

Privacy notice

This privacy notice is established pursuant to the provisions of the Federal law of protection of personal data in the possession of private individuals.

Alpha FOODS SA DE CV, residing at Miguel Nieto # 660, Col. Centro in Monterrey, N.L., Mexico CP 64000, is responsible for collecting your personal data, how the data is used and its protection. Your personal information will be used to provide the services and products you have requested, inform you about changes in them and assess the quality of the service with which we provide you.

For the purposes outlined in this privacy notice, we can collect your personal data in different ways: when you directly provide us with the information; when you visit our website or use our services online, and when we obtain information through other sources allowed by the law. We collect your personal data in a direct way when it is provided by you through various means, such as when you contact us or supply us with payment information so that we may provide a service. The data that we collect in this way may be, among others: your name, e-mail address (email), country and city, pages visited within our site, information to enhance your experience on our site such as screen resolution, browser and operating system being used. You have the right to access, amend and cancel your personal data, as well as to oppose the processing thereof or revoke the consent which has been given to us, through the procedures that we have implemented for this purpose.

Detailed Privacy Notice

This privacy notice explains our policy regarding the collection, use, dissemination and transmission of the data of users by Alpha FOODS SA DE CV. This policy may change as we update and expand our services. Therefore, it is recommended to check it periodically. By accessing our website or otherwise use our service, you are giving consent to our practices on information.

Important: this privacy notice includes hyperlinks that can be accessed only through our web site, so you will need to visit the web site for additional terms that can be accessed via hyperlinks.

This policy may change as we update and expand our services. We recommend you check regularly for any updates to this policy. You agree that your acceptance of the Terms of Use and Privacy Notice after the original consent, as well as the use of Alpha FOODS SA DE CV web site or continued use of our services after posting a change to this policy implies that you accept these changes and undertakes to respect them. You can access the latest version of this Privacy Notice by visiting our web site and clicking on "Privacy Notice" at the bottom of the pages of the web site <http://www.alfafoods.net>

To ensure the correct safeguard of your personal data and to give full compliance to the obligations that the LFPDPPP set in the matter, you are hereby informed that Alpha FOODS SA DE CV has implemented the necessary and sufficient administrative, technical and physical security measures to avoid their damage, loss, alteration, destruction, undue use, access or disclosure.

The personal data that you have provided will be kept for a period of 1 year, except data that for fiscal purposes must be stored for 5 years, in physical and electronic means, and subsequently discarded to avoid an

improper use of them.

In no case will Alpha FOODS SA DE CV transfer the personal data of its customers to a third party, without the prior consent of the customers.

PROCEDURE TO ENFORCE ARCO RIGHTS.

You have the right to access your personal data that is in our possession and to know how the data is being used as well as to make any corrections if the information provided is inaccurate or incomplete; cancel the information if you believe that the data is not needed for any of the purposes indicated in this privacy notice, that the data is being used for purposes for which you did not consent or because the contracted services or business relationship has concluded, or because you oppose the processing thereof for specific purposes.

The mechanisms that have been implemented for the exercise of such rights, which are known as Arco Rights, and that refer to the rectification, cancellation and opposition of the owner with respect to the processing of personal data;

1) The procedure begins with the submittal of the ARCO Rights application form, to the address of our Office of Privacy, which was duly mentioned at the beginning of this Privacy Notice.

2) Your application must contain the following information:

Name of the Owner of the personal data. Address or any other means by which we can contact you. Documents certifying their personality and identity. The clear and precise description of the personal data. Any other document which facilitates the location of the data.

3) There is a 15 business day response time.

The latest version of this Privacy Notice shall prevail over all previous versions.

Date of last update: April 26, 2017