



Terms and conditions Alfa Foods

READ THESE TERMS CAREFULLY BEFORE USING OR ACCESSING THE WEBSITE "ALFAFOODS.NET" OR ANY OF THE MATERIALS CONTAINED THEREIN OR LINKED TO IT. IF YOU DO NOT ACCEPT THESE TERMS AND CONDITIONS, IT IS POSSIBLE THAT YOU WILL NOT GAIN ACCESS OR USE IN ANY OTHER FORM THIS SITE OR ANY PART THEREOF. WHEN YOU CLICK ON THE BUTTON "I ACCEPT", AND BY USING THE SITE, CONTINUOUSLY OR TO INDUCE THE USE OF THIS SITE ELECTRONICALLY OR THROUGH OTHER MEANS, YOU INDICATE THAT YOU HAVE READ AND ACCEPT THESE TERMS AND CONDITIONS. ALFA FOODS SA DE CV RESERVES THE RIGHT TO UPDATE OR REVISE THESE TERMS AND CONDITIONS WITHOUT GIVING PRIOR NOTICE; CHECK THESE TERMS AND CONDITIONS PERIODICALLY TO LEARN ABOUT THE CHANGES. CONTINUED USE OF THIS SITE AFTER ANY CHANGES TO THESE TERMS AND CONDITIONS IMPLIES YOU ACCEPT THESE CHANGES.

Welcome to the PORTAL [HTTP://WWW.ALFAFOODS.NET](http://www.alfafoods.net), (hereinafter the "website"); the website is offered to you (hereinafter the "user"); free of charge under the condition precedent that you fully accept the terms, conditions and communications contained in these terms and conditions of use (hereinafter "General Conditions"). THE USE OF THE PORTAL IS IN AND OF ITSELF ACCEPTANCE OF THE GENERAL CONDITIONS. IF THE USER DOES NOT ACCEPT THE GENERAL TERMS AND CONDITIONS YOU MUST REFRAIN FROM USING THE PORTAL. SHOULD THE USER

CONTINUE THE USE OF THE WEBSITE, SUCH ACTION SHALL BE DEEMED COMPLETE ACCEPTANCE TO ALL THE GENERAL CONDITIONS.

I. OBJECT

Through the use of the PORTAL, ALFA FOODS SA DE CV offers and FACILITATES users the access and the use of various services and content (hereinafter "Services"), placed at the disposal of users by AIFA FOODS SA DE CV Or by third-party providers of services contracted by AIFA FOODS SA DE CV The provision of services by ALFA FOODS SA DE CV is free of charge for the users and does not require prior subscription or registration of the user. Notwithstanding the afore mentioned, the use of some services, such as those that are found in section ALFAFOODS.NET Services (hereinafter "online services ALFAFOODS.NET") can only be used by subscription and registration of the user in the terms which are subject pursuant to these conditions.

II. RIGHTS OF OWNERSHIP AND USE OF BRANDNAME

EVERYTHING IN THE PORTAL, INCLUDING BUT NOT LIMITED TO: THE TEXT, GRAPHICS, LOGOS, ICONS, IMAGES AUDIO CLIPS AND SOFTWARE ARE PROPERTY OF ALFA FOODS SA DE CV AND ITS RIGHTS ARE PROTECTED BY THE INDUSTRIAL PROPOERTY REGULATIONS LAW AND BY INTERNATIONAL TREATIES. THE REPRODUCTION, MODIFICATION, DISTRIBUTION, TRANSMISSION, RE-PUBLICATION, DISPLAY OR PERFORMANCE CONTAINED IN THE PORTAL, WITHOUT THE DUE WRITTEN AUTHORIZATION BY ALFA FOODS SA DE CV, IS STRICTLY PROHIBITED. THE BRAND "ALFA FOODS SA DE CV" AND THEIR LOGOS ARE LEGALLY REGISTERED IN MEXICO AS WELL AS IN OTHER COUNTRIES. THE USER IS EXPRESSLY FORBIDDEN TO MODIFY, ALTER, OR DELETE, EITHER IN

FULL OR IN PART, ANNOUNCEMENTS, BRANDS, TRADE NAMES, SIGNS, ADS, LOGOS OR IN GENERAL ANY INDICATION THAT WILL REFER TO THE OWNERSHIP OF THE INFORMATION CONTAINED IN THE PORTAL.

III. REGISTER TO USE ALFA FOODS SA DE CV SERVICES ONLINE
TO USE ALFA FOODS SA DE CV ONLINE SERVICES, THE USER MUST FILL OUT A REGISTRATION APPLICATION FORM ONLINE (HEREINAFTER "REGISTRATION APPLICATION FORM"), WITH THE UNDERSTANDING THAT BY COMPLETING THE REGISTRATION PROCESS AND PRESSING THE BUTTON "ACCEPT TERMS / SEND REQUEST" THAT IS LOCATED AT THE END OF THE REGISTRATION APPLICATION FORM, THE USER IS SENDING THE APPLICATION ELECTRONICALLY AND AGREES TO BE BOUND BY ALL OF THESE TERMS AND CONDITIONS.

IV. USE OF THE USER NAME AND PASSWORD

ONCE THE REGISTRATION APPLICATION FORM HAS BEEN SUBMITTED, ALFA FOODS SA DE CV WILL PROCESS AND WHERE APPROPRIATE AND AT ITS SOLE DISCRETION, SHALL APPROVE, THE APPLICATION FOR REGISTRATION. IF THE APPLICATION FOR REGISTRATION IS AUTHORIZED BY ALFA FOODS SA DE CV, THE USER WILL BE ASSIGNED AN ACCOUNT TO ACCESS AND USE THE ALFA FOODS SA DE CV ONLINE SERVICES (HEREINAFTER "THE ACCOUNT"), WHICH CONSISTS OF A PASSWORD (HEREINAFTER "THE PASSWORD"), USER ID (HEREINAFTER "USER NAME"). THE USER AGREES TO USE THE ACCOUNT DILIGENTLY AND TO KEEP THE ASSIGNED PASSWORD AND USERNAME SECRET TO ACCESS ALFA FOODS SA DE CV ONLINE SERVICES. THE USER WILL BE LIABLE FOR THE OF COSTS AND DAMAGES CAUSED BY THE USE OF ALFA

FOODS SA DE CV ONLINE SERVICES BY ANY UNAUTHORIZED THIRD PARTY THAT USES THE PASSWORD AND/OR USER NAME DUE TO THE NON DILIGENT USE OR LOSS OF THE PASSWORD AND/OR USERNAME BY THE USER. THE USER IS AGREES TO THE FOLLOWING: (A) IMMEDIATELY NOTIFY ALFA FOODS SA DE CV OF MISUSE AND UNAUTHORIZED USE OF PASSWORD, USERNAME AND/OR EMAIL; (B) ENSURE THAT YOU LOG OUT OF YOUR ACCOUNT ONCE YOUR INQUIRY IN THE PORTAL IS FINISHED.

V. PROHIBITION OF NUISANCES (SPAMMING); DAMAGE

ALFA FOODS SA DE CV WILL CANCEL, WITHOUT PRIOR NOTICE OR LIABILITY, ANY EMAIL ACCOUNT WHEN IT CONSIDERS, AT ITS SOLE DISCRETION, THAT SUCH ACCOUNT HAS TRANSMITTED OR IS IN ANY WAY RELATED TO ANY UNSOLICITED ANNOYING (SPAM) OR MASS (BULK) EMAIL MESSAGES.

VI. USER CONDUCT

THE USER IS OBLIGED TO USE EMAIL ONLY TO SEND AND RECEIVE PERSONAL MESSAGES AND USER-OWNED ENTERPRISE. ANY UNAUTHORIZED COMMERCIAL USE OF THE EMAIL OR THE RESALE OF ITS SERVICES IS EXPRESSLY PROHIBITED. THE USER IS REQUIRED TO COMPLY WITH ALL APPLICABLE LOCAL, STATE, NATIONAL AND INTERNATIONAL REGULATIONS AND IS SOLELY RESPONSIBLE FOR ALL ACTS OR OMISSIONS THAT OCCUR IN CONNECTION WITH YOUR E-MAIL ADDRESS, USER NAME OR PASSWORD, INCLUDING THE CONTENT OF YOUR TRANSMISSIONS THROUGH E-MAIL. INCLUDING BUT NOT LIMITED TO:

USER AGREES TO REFRAIN FROM:

USING THE EMAIL IN CONNECTION WITH SURVEYS, CONTESTS, PYRAMID SCHEMES, CHAIN LETTERS, SPAM, ANNOYING E-MAIL

(SPAMMING) OR ANY OTHER DUPLICATIVE OR UNSOLICITED MESSAGES (COMMERCIAL OR OTHERWISE).

DEFAMING, INSULTING, HARASSING, STALKING, THREATENING, OR VIOLATEING IN ANY OTHER WAY THE RIGHTS OF THIRD PARTIES (SUCH AS THE RIGHT TO PRIVACY OR THE IMAGE ITSELF).

PUBLISHING, DISTRIBUTING OR DISSEMINATING ANY INFORMATION OR INAPPROPRIATE, SACRILEGIOUS, DEFAMATORY, UNLAWFUL, OBSCENE, INDECENT OR ILLEGAL MATERIAL.

ADVERTISING OR OFFERING TO SELL OR PURCHASE ANY PRODUCTS OR SERVICES FOR NON-PERSONAL PURPOSES.

TRANSMITTING OR UPLOADING FILES THAT CONTAIN VIRUSES, TROJAN HORSES, WORMS, TIME BOMBS ROBOTS FOR CANCELLATION OF NEWS, OR ANY OTHER DAMAGING OR HARMFUL PROGRAMS.

TRANSMITTING OR UPLOADING MATERIALS THAT CONTAIN SOFTWARE OR OTHER MATERIAL PROTECTED BY THE LEGISLATION CONCERNING THE INTELLECTUAL PROPERTY THE RIGHT TO PRIVACY OR THE IMAGE ITSELF OR BY ANY OTHER LAW OR APPLICABLE LAW, EXCEPT WHEN THE USER IS THE OWNER OR CONTROLS SUCH RIGHTS OR HAS RECEIVED ALL NECESSARY CONSENTS TO DO SO.

INTERFERING WITH OR DISRUPTING NETWORKS CONNECTED WITH THE EMAIL OR INFRINGING THE RULES, POLICIES OR PROCEDURES OF SAID NETWORKS.

ATTEMPTING TO GAIN ACCESS IN AN UNAUTHORIZED MANNER TO THE E-MAIL, OTHER ACCOUNTS, COMPUTER SYSTEMS OR NETWORKS CONNECTED WITH THE EMAIL, BY USING AUTOMATIC PASSWORD SEARCH PROGRAMS OR BY ANY OTHER MEANS.

INTERFERING WITH THE USE OR ENJOYMENT OF E-MAIL BY OTHER USERS OR WITH THE USE OR ENJOYMENT OF SIMILAR SERVICES BY OTHER PERSONS OR ENTITIES.

ALFA FOODS SA DE CV IS UNDER NO OBLIGATION TO MONITOR ELECTRONIC MAIL OR THE USE MADE THE USER GIVES IT NOR TO CONSERVE THE CONTENT OF ANY USER SESSION. HOWEVER, ALFA FOODS SA DE CV RESERVES THE RIGHT TO MONITOR, REVIEW, CONSERVE AND/OR DISCLOSE ANY INFORMATION THAT MAY BE REQUIRED AT ANY TIME TO COMPLY WITH ANY LAW OR REGULATION, LEGAL PROCEEDING OR APPLICABLE ADMINISTRATIVE REQUIREMENTS.

VII. USE OF WEB ONLINE

WITHIN THE ALFA FOODS SA DE CV ONLINE SERVICES PROVIDED BY THIS WEBSITE, ARE THOSE OF BULLETIN BOARD, CHAT ("CHAT",) AREAS AND NEWSGROUPS (HEREINAFTER, COLLECTIVELY KNOWN AS, "COMMUNITIES"). IN A PURELY INDICATIVE FORM BUT NOT EXHAUSTIVE, THE USER IS OBLIGED TO REFRAIN FROM DOING THE FOLLOWING ACTIONS WHEN USING A COMMUNITY:

DEFAMING, SLANDERING, HARASSING, STALKING, THREATENING OR VIOLATING ANY OTHER WAY THIRD-PARTY RIGHTS (SUCH AS THE RIGHT TO PRIVACY OR THE IMAGE ITSELF).

PUBLISHING, POSTING, UPLOADING, DISTRIBUTING OR DISSEMINATING ANY NAME, MATERIAL OR INFORMATION INAPPROPRIATE, PROFANE, DEFAMATORY, ABUSIVE, OBSCENE, INDECENT OR ILLEGAL TOPIC

UPLOAD FILES THAT CONTAIN SOFTWARE OR OTHER MATERIAL PROTECTED BY INTELLECTUAL PROPERTY LEGISLATION (OR BY THE PRIVACY AND PERSONAL IMAGE RIGHTS), EXCEPT IF YOU

MANAGE OR ARE THE OWNER OF SUCH RIGHTS OR HAVE RECEIVED ALL NECESSARY LICENSES TO PERFORM SUCH ACTIONS. UPLOAD FILES THAT CONTAIN VIRUSES, DEFECTIVE FILES OR ANY OTHER SOFTWARE OR SIMILAR SOFTWARE THAT MIGHT HARM THE OPERATION OF THIRD-PARTY COMPUTERS.

ADVERTISE OR OFFER TO SELL ANY GOODS OR SERVICES FOR COMMERCIAL PURPOSES. CONDUCT OR FORWARD SURVEYS, CONTESTS, PYRAMID SCHEMES OR CHAIN LETTERS.

FALSIFY OR DELETE INDICATIONS OF AUTHORSHIP, LEGAL COMMUNICATIONS OR OTHER PROPRIETARY DESIGNATIONS OR LABELS OF THE ORIGIN OR SOURCE OF SOFTWARE OR OTHER MATERIAL CONTAINED IN A FILE THAT IS UPLOADED.

RESTRICT OR PREVENT THE USE AND ENJOYMENT OF THE COMMUNITIES TO ANY OTHER USER. ALFA FOODS SA DE CV RESERVES THE RIGHT TO CANCEL, FOR WHATEVER REASON, ACCESS TO ANY OR ALL COMMUNITIES, AT ANY TIME, WITHOUT PRIOR NOTICE AND WITHOUT LIABILITY.

ALFA FOODS SA DE CV IS UNDER NO OBLIGATION TO MONITOR THE COMMUNITIES. HOWEVER, ALFA FOODS SA DE CV HAS THE RIGHT DIVULGE AT, ANY TIME, INFORMATION THAT IS REQUIRED TO BE IN COMPLIANCE WITH LEGISLATION OR APPLICABLE REGULATIONS, OR AS SPECIFICALLY REQUIRED BY LEGAL PROCEEDINGS OR ADMINISTRATIVE REQUIREMENTS; LIKEWISE, ALFAFOODS RESERVES THE RIGHT TO PUBLISH, REFUSE TO PUBLISH OR REMOVE, IN FULL OR PARTIALLY, ANY INFORMATION OR MATERIALS, AT ITS SOLE DISCRETION.

VIII. RIGHT TO PRIVACY ALPHA FOODS SA DE CV

GRANTS THE USER THE RIGHT TO PRIVACY IN ACCORDANCE WITH

ITS PRIVACY POLICY. THE USER ACCEPTS THAT ALFA FOODS SA DE CV CAN ACCESS HIS/HER ACCOUNT IN ORDER TO RESPOND TO TECHNICAL NEEDS OR SERVICE.

IX. LIMITATIONS ON LIABILITY.

UP TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, ALFA FOODS SA DE CV WILL NOT BE RESPONSIBLE, IN ANY CASE, FOR ANY DIRECT, SPECIAL, INCIDENTAL, INDIRECT, OR CONSEQUENTIAL DAMAGES WHICH IN ANY WAY (INCLUDING WITHOUT LIMITATION, DAMAGES FOR INTERRUPTION OF BUSINESS, LOSS OF DATA, OR ANY OTHER PECUNIARY LOSS) THAT IS DERIVED OR IS RELATED TO (I) THE USE OR IMPLEMENTATION OF THE PORTAL AND ITS SERVICES (II) THE DELAY OR UNAVAILABILITY OF THE USE OF THE WEBSITE, (III) THE SUPPLY OF OR LACK OF SUPPLY OF THE SERVICES, ANY INFORMATION OR GRAPHICS CONTAINED OR PUBLISHED ON OR VIA THE PORTAL, (IV) THE UPGRADE OR LACK OF UPDATING OF THE INFORMATION, (V) THAT THE INFORMATION HAS BEEN ALTERED OR MODIFIED, IN WHOLE OR IN PART AFTER HAVING BEEN INCLUDED IN THE PORTAL; (VI) ANY OTHER ASPECT OR CHARACTERISTIC OF THE INFORMATION CONTAINED OR POSTED ON THE WEBSITE OR THROUGH THE LEAGUES TO EVENTUALLY BE INCLUDED IN THE PORTAL (IV) THE SUPPLY OF OR LACK OF SUPPLY OF SERVICES. ALFA FOODS SA DE CV ASSUMES NO RESPONSIBILITY FOR THE WAY IN WHICH THE USER USES THE INFORMATION CONTAINED OR POSTED ON OR THROUGH THE WEBSITE AND/OR SERVICES. USERS ARE RECOMMENDED TO CHECK THIS INFORMATION ON THEIR OWN AT THE TIME OF TAKING A DECISION BASED ON THIS. THE USER IN ALL CASES SHOULD ALWAYS SEEK A TECHNICAL OR ADMINISTRATIVE CONSULTANT, AS

THE CASE MAY BE. THE INFORMATION IN THIS PORTAL IS CONSIDERED ACCURATE; NEVERTHELESS, IT MAY CONTAIN TECHNICAL INACCURACIES OR TYPOGRAPHICAL ERRORS. ALFA FOODS SA DE CV WILL ENDEAVOUR TO UPDATE THE CONTENT OF THE PORTAL STEADILY. ALFA FOODS SA DE CV DOES NOT GUARANTEE THAT THE PORTAL MEETS THE USER'S REQUIREMENTS, OR THAT THE SERVICES REMAIN UNINTERRUPTED, REAL-TIME, SECURE OR ERROR-FREE.

X COMPENSATION.

THE USER AGREES TO INDEMNIFY ALFA FOODS SA DE CV, OF ANY ACTION, LAW SUIT OR CLAIM, (EVEN ATTORNEY'S FEES AND COURT COSTS) ARISING FROM ANY BREACH BY THE USER TO THESE TERMS INCLUDING, BUT NOT LIMITED TO THOSE RESULTING FROM: (I) BY ANY ASPECT RELATED TO THE USE OF THE PORTAL AND ITS SERVICES, THE INFORMATION CONTAINED ON OR THROUGH THE SITE; (II) FOR LIBEL, SLANDER OR ANY OTHER CONDUCT VIOLATION OF THE USER IN THE USE OF THE PORTAL AND/OR EMAIL AND/OR COMMUNITIES, (III) VIOLATION OF THE LAWS OR INTERNATIONAL TREATIES RELATING TO COPYRIGHT OR COPYRIGHT CONTAINED OR AVAILABLE ON OR THROUGH THE SITE OR (IV) BY THE USE OF THE PORTAL AND ITS SERVICES ANY PERSON UNAUTHORIZED TO ACCESS THE PORTAL USING THE USER NAME, PASSWORD OR THE USER'S E-MAIL.

XI. UNLAWFUL OR PROHIBITED USE

THE USE OF THIS SITE FOR ILLEGAL PURPOSES OR OTHERWISE UNAUTHORIZED BY THESE TERMS IS STRICTLY PROHIBITED.

XII. COOKIES (COOKIES)

A COOKIE IS ANY STRING THAT IS INSTALLED ON THE USER'S

COMPUTER HARD DRIVE, EVERY TIME THE USER ENTERS THE PORTAL IT SENDS INFORMATION THAT IS USED TO IDENTIFY THE USER. THE USER ACCEPTS THAT ALFA FOODS SA DE CV, THROUGH THE PORTAL, AUTOMATICALLY SET A COOKIE ON YOUR COMPUTER.

XIII. TERM AND TERMINATION LAW

THIS AGREEMENT HAS NO EXPIRATION DATE; HOWEVER, THE USER ACCEPTS THAT ALFA FOODS SA DE CV MAY TERMINATE THE USER NAME, PASSWORD AND/OR EMAIL OF ANY USER DUE TO MISUSE OF THE PORTAL, FOR VIOLATIONS OF THE GENERAL CONDITIONS OR FOR ANY OTHER REASON, AT THE DISCRETION OF ALFA FOODS SA DE CV AT ANY TIME, WITHOUT PRIOR NOTICE.

XIV. RIGHT TO MODIFY

ALFA FOODS SA DE CV RESERVES THE RIGHT TO UNILATERALLY MODIFY, AT ANY TIME AND WITHOUT PRIOR NOTICE, THE PRESENTATION AND CONFIGURATION OF THE PORTAL, AS WELL AS ALSO RESERVES THE RIGHT TO MODIFY OR DELETE, AT ANY TIME AND WITHOUT PRIOR NOTICE, THE CONDITIONS REQUIRED TO ACCESS AND/OR USE THE WEBSITE AND THE SERVICES.

XV. SUSPENSION OF SERVICES

ALFA FOODS SA DE CV HAS AT ALL TIMES WITHOUT ANY RESPONSIBILITY, THE CAPACITY TO SUSPEND TEMPORARILY OR PERMANENTLY THE SERVICES.

XVI. APPLICABLE LAW AND JURISDICTION

BY USING THE PORTAL, THE USER EXPRESSLY AGREES EXPRESSLY TO SUBMIT TO THE JURISDICTION OF THE COURTS OF MONTERREY, STATE OF NUEVO LEON, MEXICO, AS WELL AS TO THE SUBSTANTIVE AND PROCEDURAL LAWS APPLICABLE TO THE CURRENT CASE IN THAT STATE, EXPRESSLY WAIVING ANY OTHER JURISDICTION THAT

BY REASON OF NATIONALITY, RESIDENCE OR PLACE OF BUSINESS
COULD APPLY TO YOU NOW OR IN THE FUTURE TO RESOLVE ANY
DISPUTE THAT IS RAISED DUE TO THE INTERPRETATION,
ENFORCEMENT OR EXECUTION AS PROVIDED IN THESE GENERAL
CONDITIONS, AS WELL AS FOR THE PURPOSE OF REGULATING
COMMERCIAL OPERATIONS TAKING PLACE BETWEEN THE USER
AND ALFA FOODS SA DE CV, IN THE EVENT OF ANY DISPUTE,

XVII. OTHER

FOR ANY SUGGESTION OR PROPOSAL FOR COLLABORATION, SEND
MESSAGE TO ALFA FOODS BY EMAIL TO info@alfafoods.net