



PRIVACY POLICY

Tours 4 Friends (hereinafter "**T4F** ") with domicile in Baja California Sur, La Paz, in compliance with the Federal Law on Protection of Personal Data Held by Private Parties, its regulations, guidelines and other relative and applicable provisions (hereinafter the "**Law** ") informs the Guests of the website www.tours4friends.com.mx (hereinafter the "**Website** ") the privacy policies, as well as the treatment that will be given to the personal data that is collected directly through the Website from the Guests in order to guarantee that the processing of personal data is carried out legitimately. , controlled and informed, preserving the Guests' right to privacy and informational self-determination, through the use and implementation of high technical, physical and administrative security measures, in order to avoid any damage, loss, alteration, destruction, use, unauthorized access or processing.

Through this Privacy Notice, you have the opportunity to choose the products and services that we offer, knowing that your data will be protected. The security of your personal information is our privacy; Therefore, we protect this information by maintaining physical, electronic and procedural protections, training our team in the proper management of your personal information, in order to prevent unauthorized third parties from accessing it.

The type of information that will be requested through the means described above from the Website Guest (hereinafter the "**Headline** "), includes but is not limited to the following personal data; image, full name, telephone number, email, address, date of birth, tax information, a valid payment method (credit card or debit card) among others that conform to the nature of the service required **T4F** request the same that will be described in this document, which will not be considered sensitive personal data in accordance with the Federal Law on Protection of Personal Data Held by Private Parties (hereinafter the "**Information** ").

The personal data provided by the Owner to **T4F**, will have the purposes strictly necessary for the fulfillment of the required services, which in an enunciative but non-limiting manner is described below:

1. Identification of **Headline**;
2. Use security cameras in vehicles (land, air or nautical) for transport or provision of services.
3. Video footage, photographs and/or content (with exclusive use of the website, social networks/digital content/marketing campaigns and/or goods or products), both by the Host(s) and "Tours4friends Ambassadors/T4F Ambassadors"(not T4F) or other similar people and/or public figures or different content creators.
4. Provide to **Headline** the services offered by **T4F**;



5. Provide, maintain and improve the services provided by **T4F** for example, facilitate payments, send receipts, develop new features, provide customer support, develop security options, and authenticate Guests.
6. Make the corresponding charges regarding the services provided by the Hosts;
7. Carry out internal operations, such as preventing fraud and abuse of security services. **T4F**; troubleshoot software errors and malfunctions; carry out data analysis, testing and research; and monitor and analyze usage and activity trends;
8. Properly follow up on requests **Headline**;
9. He **Headline** be benefited with respect to offers, promotions, news, events and exclusive services of **T4F** and other companies;
10. Make updates to the Platform, if applicable.
11. Provide, where appropriate, exclusive downloadable material for the **Headline**;
12. Statistics for information **T4F**; and
13. Personalize and improve the services, including providing or recommending features, content, social connections, referrals and advertisements.

Said information may be used for various commercial purposes, such as providing statistical data, sending advertising to the **Headline** according to your specific interests, conduct marketing research, and other activities or promotions that **T4F** consider convenient.

In relation to security, video filming or photographic cameras (with exclusive use of the website, social networks/digital content/marketing campaigns and/or goods or products) they will be and/or may be recording at all times, your image will be used in possible cases of accidents when the images from said cameras are requested by authorities, insurers or any other third party that requires using the images to compensate for damage caused to **T4F** or to any third party. In the case of content, everything obtained by the people mentioned in the point will be used. ³ mentioned above during the provision of the services provided by the Hosts, therefore, you accept that it be used with your consent, or failing that, exercise the mechanisms mentioned here and made available to you; Notwithstanding the above, the Owner and/or Guest will not be able to make any type of content their own (partial, total, audio, video, parody, tagging, tagged/tagged/tagged, hashtag(s), names and/or any data. , information or part of said content), therefore, you have no right to said intellectual property even if it is part of it, all of the above for purposes on social networks and the Website.

By virtue of the above, by consenting to this Privacy policy, the



Guest grants consent to be recorded during the services provided by the **Host** within their vehicles (land, air or nautical) and tours, so that, in turn, the Ambassador and/or content creator generates recordings, photographs and/or content (with exclusive use for the website, social networks/digital content/ marketing campaigns and/or goods or products).

He **Headline** You may, in accordance with the mechanisms established here, deny, revoke your consent, as well as oppose the processing of your personal data for purposes other than those strictly necessary for the fulfillment of the established purposes.

T4F will not transfer personal data of the **Headline**, except those related to credit and/or debit cards with the purpose that the payment provider company can make the automatic charge for the payment of the services required by the **Headline** when appropriate.

Without prejudice of the previous **T4F** may at any time reveal and transmit Information when required by law and/or competent authority, or when it considers in good faith that such disclosure is necessary to: i) Comply with legal processes; ii) Respond to claims that involve any content that undermines the rights of third parties; iii) Protect the rights, property or safety of **T4F**, your Guests and the general public, and; iv) When the transfer is provided for in a Law or Treaty to which Mexico is a party.

T4F may provide the Information to any authority that requires it, to interpose any means of defense in its favor, to establish protection measures against illegal activities or situations that imply risk to the safety of any person, and any other activity that the law or any authority requires.

He **Headline** of the personal data provided to **T4F**, is responsible, in any case, for the truthfulness, accuracy, validity and authenticity of the Information provided, and undertakes to keep it duly updated.

In addition to the purposes strictly necessary for the fulfillment of the required services **T4F** will collect information about the **Headline** when the Website is used in the following general categories:

- Location information : For the provision of services it will be necessary to collect location data to inform the **Headline** the departure point closest to your location.
- Operation information : **T4F** collects operation data related to the use of the services, including the date and time of service provision, distance traveled and other details related to the operation.
- Usage and preference information : **T4F** collects information from **Headline** regarding tastes, preferences, interaction with the Website and selected settings. In some cases this will be done through the use of cookies and similar technologies that create and maintain unique identifiers.



- Device Information : Information about the mobile device or computer will be collected, such as hardware model, operating system and version.
- Information from other sources: **T4F** may receive information from other sources and combine it with information collected through the Website. For example: If the Owner decides to link or access the Platform **T4F** with a payment provider (e.g. Google Wallet or similar payment methods) or social media service (e.g. Facebook), or if you interact with an independent application or website that uses our API (or whose API we use), **T4F** may receive information about the Owner or their connections from that site or application.

In case the **Headline** If you do not want your Personal Data to be processed for the purposes indicated above, when registering as a Guest of the Website, you may limit the use to the purposes strictly established for the provision of services.

He **Headline** You will be able to: i) know the personal data you have **T4F** and the details of your treatment; ii) Rectify your personal data if it is inaccurate; iii) Cancel the processing of personal data when you consider that they are excessive or unnecessary for the purposes for which they were obtained; and iv) Oppose the processing of your personal data for specific purposes.

He **Headline** You must consider that, for certain purposes, the revocation of consent to the processing of the Information will imply that **T4F** cannot continue providing the product and/or service requested by the **Headline**.

At all times the **Headline** You may revoke the consent granted for the processing of your personal data, in order to stop using it, if you need to limit the use and/or disclosure of personal data or exercise any of your privacy rights. access, rectification, cancellation or opposition (ARCO Rights), the following is established:

Information provided on the Platform.

He **Headline** You may at any time cancel or oppose the processing of your personal data by **Headline** You must direct your request: (i) to the email tours4friends@hotmail.com , from Monday to Friday from 10:00 a.m. to 7:00 p.m., on business days, as appropriate.

For the above, you must inform **T4F**, in a clear and precise manner, the personal data that the **Headline** wish to be canceled or reviewed, as well as the purpose for which they were contributed and in general comply with the requirements mentioned in art. 29 of the Federal Law on Protection of Personal Data Held by Private Parties:

1. Full name of **Headline**, address, telephone number and email account, in order to communicate the response to your request.
2. The documents that prove the identity or, where applicable, the legal representation of the **Headline** of personal data.
3. A clear, succinct and precise description of what is requested.



4. Any other element or document that you provide, if applicable, to comply with your request and/or to issue a response to it.

T4F You will have a period of no more than 20 business days after receiving the aforementioned request to respond to it, and an additional 15 business days to make effective the exercise of the right you request, if appropriate.

The aforementioned deadlines may be extended for an equal period, as long as the circumstances of the case justify it.

Likewise, we inform you that you have the right to initiate a Data Protection Procedure before the National Institute of Transparency, Access to Information and Protection of Personal Data (<http://inicio.inai.org.mx/SitePages/ifai.aspx>) within 15 days from the date you receive the response from **T4F** or from the end of the period of 20 days counted from the date of receipt of your request to exercise your rights.

Any modification to this notice will be notified to you through the following means:

-Website: www.tours4friends.com.mx/aviso-privacidad

Likewise, any change of address, telephone number, fax and/or Website will be published on the Website indicated above for ten calendar days prior to the effective date of the change, and it is your responsibility to consult this notice and its modifications.

By providing your personal data the **Headline** confirms and accepts that you have read and grants your consent to comply with the provisions of this Privacy Notice, also in the event of providing sensitive personal data and/or of a patrimonial and/or financial nature, your consent will be obtained expressly and by writing leaving as evidence your handwritten signature, electronic signature, or any authentication mechanism established for this purpose.

Last update date: 09/21/2023