

NOTICE OF PRIVACY

RESPONSIBLE FOR PROTECTING YOUR PERSONAL INFORMATION

According to the "Ley Federal de Protección de Datos Personales en Posesión de Los Particulares" (hereafter addressed as "LAW") **Retail ESPMAC Mexico S.A. de C.V.** (hereafter addressed as "RESPONSIBLE") located in Paseo de las Palmas number 735, 8th floor, Lomas de Chapultepec, Miguel Hidalgo, Mexico City, CP 11000, convinced of protecting their user's information (hereafter addressed as "PERSONAL DATA") and as the responsible of its use while being collected through the website <https://grupoicem.com/> (hereafter addressed as "WEBSITE"), printed media and/or via telephone (hereafter addressed as "OTHER MEDIA").

PERSONAL DATA THAT WILL BE SUBJECT TO TREATMENT

The personal data that will be subject to treatment by the RESPONSIBLE and that will be collected through the website, personally, or Other Media are:

- Personal identification information: full name, last name, and address.
- Personal communication or contact information: e-mail, telephone number, or mobile number.
- Personal work information: company or person you work for and telephone number.

CONSENT

While logging in and registering through the Website and/or Other Media implies full consent with no reservations from the users that their personal information will be subject to treatment according to this notice of privacy.

The personal data's owner manifests that they are an adult (18+ years) and has full legal capacity when providing the information. If, as an exception, the information's owner is underage and/or is in a state of interdiction or incapacity established by law, the information will not be collected before having previous consent from their guardian, legal representative, or whoever exercises parental authority, and by the rules of representation applicable in each case.

If the Responsible, by an involuntary or technical mistake or caused by the information owner's inadvertence would happen to collect the minor/incapable's information, the information will be permanently deleted from any database as soon as this situation is acknowledged.

INFORMATION TREATMENT'S PURPOSE

- 1- The purposes that give rise to and are necessary for the existence, maintenance, and fulfillment of the legal relationship between the controller and you, are the following:

- a) Communicate with you to answer your questions or comments.
 - b) Provide counseling through the appropriate field or personnel.
- 2- The purposes that are NOT necessary for the existence, maintenance, and fulfillment of the legal relationship between the responsible party and you, are the following:

The Responsible will not collect Personal Data that is not necessary for the existence, maintenance, and fulfillment of the legal relationship.

REFUSAL TO PROCESS PERSONAL DATA FOR PURPOSES THAT ARE NOT NECESSARY AND HAVE NOT GIVEN RISE TO THE LEGAL RELATIONSHIP WITH THE RESPONSIBLE.

The responsible will not collect personal data whose purpose is not necessary, therefore refusing to do it is not necessary.

TRANSFER OF PERSONAL DATA, THIRD-PARTY RECIPIENT, AND TRANSFER'S PURPOSE

The responsible may, without the owner's consent, disclose, divulge and/or transfer within and outside the country, the personal data provided by its users, to its affiliates, subsidiaries, and/or related companies, as well as comply with legal provisions that so require, or when requested by competent authorities.

Likewise, it may disclose, divulge and/or transfer within and outside the country personal data to suppliers, sponsors, advertisers, contractors, and/or partners for commercial purposes. The third parties that receive information related to the user's data are obliged to comply with the provisions of this Privacy Notice, as well as with the Website's terms and conditions and the applicable legislation in Mexico.

MEANS AND PROCEDURES FOR EXERCISING RIGHTS OF ACCESS, RECTIFICATION, CANCELLATION, AND OPPOSITION (ARCO).

The owner or user has the right to exercise any of the Access, Rectification, Cancellation, or Opposition rights provided in the Law, through the following means:

- 1- Submit your request by e-mail: contact@icem-sa.com addressed to the Personal Data Department or submit your request directly to the Responsible address.
- 2- The request sent by e-mail or physically presented at the responsible's address must contain at least the following:
 - Name, address, and e-mail to contact you back.
 - ID or legal representative's ID.
 - A clear and precise description of the Personal Data on which you want to practice any of the ARCO rights on (in the case of rectification, the modifications to be made must be indicated and the documentation supporting the request must be provided).

- Any other documentation that could ease the Personal Data's location.

MECHANISM AND PROCEDURE FOR REVOKING CONSENT TO THE PROCESSING OF PERSONAL DATA.

In accordance with the Law's 8th article, it is understood that you tacitly consent to the Responsible to process your data when this privacy notice is made available for you, and you do not express your opposition.

You may revoke your consent at any time without any retroactive effects, which can be done through the means and procedures implemented by the Responsible.

Options and means to limit the data's use or disclosure

If you wish to limit data's use or disclosure, you may request it directly to our Personal Data Department's e-mail: contact@icem-sa.com or delivered directly to the Responsible address.

USE OF MECHANISMS IN REMOTE OR LOCAL ELECTRONIC COMMUNICATION MEANS (COOKIES AND WEB BEACONS)

No personal data is collected through our website's cookies or beacons.

Cookies definition: A cookie is a piece of data from a website that is stored within a web browser that the website can retrieve later. Cookies are used to tell the server that users have returned to a particular website. When users return to a website, a cookie provides information and allows the site to display selected settings and targeted content. Cookies also store information such as shopping cart contents, registration or login credentials, and user preferences. This is done so that when users revisit sites, any information provided in a previous session or set preferences can be easily retrieved.

Web beacons definition: A web beacon is a small image file used for tracking purposes. It may be placed in a webpage or HTML email to record when the content was loaded. Each image referenced within a webpage is retrieved from a server. When the image is loaded, the server records a "hit," which is typically saved in the server log. A log file on the server can be used to determine when the specific image was accessed and the IP address that accessed the file.

PROCEDURE AND MEANS BY WHICH CHANGES TO THIS PRIVACY NOTICE WILL BE COMMUNICATED.

Changes and updates to this privacy notice will be communicated through the website <https://www.grupoicem.com/> and you may request changes by sending an e-mail: contact@icem-sa.com