

LEGAL AND PRIVACY NOTICE

Date of the most recent update: February 1, 2022.

In compliance with the Federal Law on Protection of Personal Data Held by Private Parties (*Ley Federal de Protección de Datos Personales en Posesión de los Particulares*; hereinafter referred to as 'LFPD'), we hereby make this comprehensive privacy notice available to you, and, in this regard, we hereby inform you of the following:

1. Person responsible for the protection of personal data.

IKE GRUPO EMPRESARIAL S.A.P.I. de C.V., its affiliates or subsidiaries (ARSA ASESORÍA INTEGRAL PROFESIONAL, S. DE R.L. DE C.V.; INFOASIST INFORMACIÓN Y ASISTENCIA, S. DE R.L. DE C.V.; PROTECCION SOS JURÍDICO AUTOMOVILÍSTICO LAS VEINTICUATRO HORAS DEL DIA, S. DE R.L. DE C.V., SEA SERVICIOS ESPECIALIZADOS DE ASISTENCIA, S. DE R.L. DE C.V., and SERVICIOS TÉCNICOS DE ASISTENCIA, S. DE R.L. DE C.V.), whose address to receive any notification is Av. Revolución 1267 piso 20, Col. los Alpes, Álvaro Obregón, C.P. 01040, CDMX, México, is responsible for the treatment and protection of your personal data and/or that of your family members, which may be collected.

You can read this Privacy Notice at any time on the website <https://ikeasistencia.com/aviso-legal-y-de-privacidad/>

2. Information on our privacy/compliance officer and how to contact him/her.

Our privacy/compliance officer is the person working at IKE who, as provided in article 30 of the LFPD, has been formally appointed (i) to attend to the requests made by data subjects to exercise their rights, and (ii) to promote and ensure the protection of personal data we have in our possession. For anything related to the treatment and protection of your personal data and/or that of your relatives, with which you may provide us, you may contact our privacy/compliance officer by sending an email to the following address: datospersonales@ikeasistencia.com

3. Services.

The main reason for which IKÉ collects your personal data is to provide you with the assistance services you require; to compile medical records of data subjects, and to study, review, update, and keep them safe; to inform you about any change in the terms and conditions of the services; and to assess the quality of the service and care we provide. For the aforementioned purposes, we will require your personal data through any of the following means:

By phone and/or video calls - If you provide us directly with your personal data.

In person – If you provide us with your data directly at our offices, at our address, or if we come to you to render or operate our services.

Mobile applications and websites – If you provide us with geolocation data for the provision of our services through these means.

4. Personal data we collect.

To fulfill the purposes provided in this privacy notice's section, we will collect personal data, divided into the following categories: (i) identification and authentication information; (ii) contact information; (iii) estate and/or financial information; (iv) tax information; (v) demographic data; (vi) biometric data on fingerprints in order to identify you and prove your identity; (vii) geolocation data; and (viii) sensitive personal information. In regard to this last category, we hereby inform you of the following:

4.1. Sensitive personal information.

We will only collect sensitive personal information through means of direct collection and if you provide us with it in person, so as to provide you with the proper care in relation to any assistance service we offer to you and/or your family members, who will have the right to receive such information if collected.

We will collect and process sensitive information related to health status, medical background and history, information on lifestyle, and other information necessary or convenient for the aforementioned purposes. This sensitive information will be treated and kept highly safe and confidential for any purpose related to the provision of health services and as provided in this privacy notice and any applicable law, regulation and/or provision.

Therefore, we commit ourselves to treat any piece of sensitive personal information, collected under the protection of the provision of our assistance services, to be treated with the strictest safety measures, ensuring its confidentiality.

4.2. Personal information on minors and persons subject to interdiction.

We hereby inform you that it is in our particular and special interest to keep safe personal information of minors and people subject to interdiction. The data subject providing us with personal information on minors or persons subject to interdiction, declares under oath that he/she holds the parental authority over or guardianship of them, and accepts the terms of this privacy notice on their behalf. IKE will process and protect such personal information under strict measures of safety and confidentiality. If Iké notices that a minor has provided his/her personal information without the consent of the person who holds the parental authority over or guardianship of him/her, IKÉ may dispose of such information.

4.3. Personal information on third parties.

IKÉ may process personal identification and contact information of third parties if you provide us with such information so that such third parties may be contacted as personal references to validate the information you provide. By providing this information, you acknowledge that you have informed such third parties on how their information is used and that you have obtained their prior consent so that Iké can process it for the aforementioned purposes. Iké may obtain identification and authentication information of third parties with the authorization of the data subject, in order to carry out any procedure related to assistance services on his/her behalf.

4.4. Primary purposes of data treatment.

Iké will process the personal information, as provided in this Privacy Notice, to conduct any activity necessary to carry out and fulfill the obligations arising from the services, including the following purposes:

- To prove and verify your identity in accordance with our procedures and policies, including verification of information in Voter ID cards, Passports, Driver's Licenses.
- To provide you with the information you request, and to answer any questions you may have regarding the terms and conditions of the assurance services you may have the right to receive.
- Iké may contact you via telephone, email, short messages, and any other physical and/or electronic means of communication, and by way of home visits. The foregoing will be useful in any situation related to the use and management of the services, and will serve to inform you of any benefit to which you may be entitled as a result of such services.
- To manage and offer our services, as well as to make reports, predictions, and analyses in relation to the use and quality of our services.
- To conduct to and monitor investigations and reviews of complaints and/or claims related to the provision of our assistance services.
- To provide help and answer queries via chat and/or by any other means.
- To provide you with quality customer service via telephone. To that end, we may record any taken calls. To sell additional services.
- For regulatory and/or contractual compliance.

4.5. Secondary purposes of data treatment.

These purposes are those which do not establish a commercial relationship between you and Ike, but that are very useful to provide you with a better service and pursue our lawful commercial interests.

- Surveys, assessment, and monitoring of our assistance services.
- Contact you to know your opinion and experience regarding our assistance services.
- Marketing, publicity, commercial research and creation of profiles in the scope and extent allowed by applicable legal provisions.
- Strengthening of our brands, being able to select and use comments you post on social media regarding IKÉ.

- Your personal data may be used by VIRTUAL INITIATIVES to send you Newsletters and commercial communiqués and promos, acting on our own or on behalf of third parties by way of a letter, phone, E- mail, SMS/MMS or other equivalent means of electronic communication regarding the provision of our assistance services. We inform you that you may oppose at all times to your data being treated with purposes of publicity and commercial research and you may request further information on the treatment of your data by sending an E-mail to: datospersonales@ikeasistencia.com or using the specific means acknowledged in commercial communications.

4.6. Negative to treatment of personal data for secondary purposes.

In case you do not want your personal data to be treated for the mentioned secondary purposes or some of them, you may deny your consent from this moment sending your request to our privacy or compliance officer, (datospersonales@ikeasistencia.com) who will indicate the procedure to be followed to exercise your right. In this sense, your negative cannot be a reason for us to deny you the assistance services you are entitled to receive.

5. Transfer of personal data.

IKÉ may transfer your personal data both to national and foreign entities, without requiring your consent in the cases mentioned below, for this reason for the compliance of the primary purposes stated in number 4 (four) of this privacy notice, the personal data may be transferred to the following individuals or legal entities without your consent being legally required in terms of article 37 of LFPD:

Not subject to consent:

- Third parties, national or foreign authorized by you for them to receive information related to the assistance services as well as those third parties we have entered into an agreement which is or might be in your interests, particularly for undertaking national or foreign journeys and you have hired the concierge assistance services; for the provision of medical assistance services to outsources third parties, including among others, specialist physicians, laboratories, clinics and hospitals.
- To the Grupo IKÉ companies, for these companies to contact, directly or indirectly, to perform promotion and/or offering of products and/or services activities that said companies can commercialize and/or provide independently or jointly with IKÉ. We inform you that companies part of Grupo IKÉ operate under privacy policies complying with the relevant applicable provisions.
- International Companies with which we have a commercial or business relationship and that are also dedicated to provide assistance services in foreign countries.
- Competent authorities and third parties in the legally foreseen cases, in order to comply with the relevant legal provisions and for clarification of incidents, exercise of any right, dealing with sanitary situations and attending to urgency or force majeure cases.

- Companies or institutions with which we have entered or will enter into an agreement which is in your interest in order to grant you benefits.

It is necessary to obtain your consent:

Personal and contact data may be transferred to the following legal entities, in these cases we do require you to grant your consent.

- Companies with commercial activities with the purpose of commercial research and sales of their own products or services or of said companies.
- Companies with promotional, marketing and publicity activities, in order to perform studies, market surveys, advertise and informing you on different promotions which may be of your interest.
- Companies with banking and financial activities in order to offer you products and services of said companies or of a shared brand.

If you do not state your negative for us to make these transfers or some of them, we will understand that you have granted us your consent. You can state your negative from this moment by sending an e-mail to our privacy or compliance officer who will indicate the procedure to be followed to exercise your right.

6. ARCO Rights.

In terms of the applicable regulations, you have the right to know which personal data we have, for what we are using it and the conditions of use we are giving to said data (Access). Likewise, it is your right to

request the correction of your personal information in case it is not updated, is inaccurate or incomplete (Rectification), that we eliminate said information from our records or databases when you consider it is not being properly used (Cancellation); as well as opposing the use of your personal data for specific purposes (Opposition). These rights are known as ARCO Rights.

To exercise any of the ARCO rights, you must submit the respective request via an e-mail directed to our privacy or compliance officer (datospersonales@ikeasistencia.com) who will inform you about the procedure and requirements to exercise these rights, response terms, the way we will enforce your right and our officer will attend to any doubt, complaint or comment you may have about this.

7. Mechanisms and procedure to revoke your consent.

In terms of the applicable regulations, you may revoke the consent you have granted in your case; however, it is important for you to consider that not in all cases will your request apply or we can include the immediate use since it is possible that for some legal obligation we may require to continue to treat your personal data.

To revoke your consent, you will have to submit a request via an E-mail directed to our privacy or compliance officer will inform you about the procedure and requirements to exercise these right, response terms, the way we will enforce your right and our officer will attend to any doubt, complaint or comment you may have about this.

8. Options you have to limit the use or dissemination of personal data.

Besides the procedure and exercise of rights contemplated in numbers 6 (six) and 7 (seven) of this privacy notice, you may limit the use or dissemination of personal data in any of the following manners:

- For E-mails we send you with promotional, marketing and/or publicity purposes, you may state your negative via an E-mail directed to our privacy or compliance officer (datospersonales@ikeasistencia.com) requesting we do not use your personal information for promotional, publicity and/or marketing purposes. For more information about this, you may contact our privacy or compliance officer.
- Likewise, you may register in the Public Registry to Avoid Publicity of the Federal Agency of Consumer Affairs (PROFECO in Spanish). Regarding this last option, you can obtain information by directly contacting PROFECO or visiting the following link: www.repep.profeco.gob.mx.
- In case you consider it necessary, we inform you that you have the right to resort to the **National Institute** of Transparency, Access to Information and Protection of Personal Data (INAI) to enforce any nonconformity related to the treatment of your personal data by IKÉ.

9. Use of cookies, web beacons and mobile apps.

We inform you that IKÉ has electronic technologies (cookies and web beacons) which allow us to electronically and simultaneously collect data from your activity at the time you are contacting us via our website: www.ikeasistencia.com and mobile apps (to obtain information on the related privacy practices, visit www.ikeasistencia.com/aviso-legal-y-de-privacidad-apps/).

The data we collect are the following:

- Information on the type of explorer you use.
- Information on the hours and time you remained on our website.
- Sections you consulted in our page.
- Information of the pages you visited before entering: www.ikeasistencia.com
- Information of the pages you visited after entering: www.ikeasistencia.com
- Your IP address.

We use these data to carry out the secondary purposes of treatment described in section 4.5 of this Privacy Notice.

The data collected by way of these technologies will be for the exclusive use of IKÉ, for this reason, said data will not be subject to national or international transfers.

At all times you can disable the use of these technologies and can consult said procedure in our cookies policy, located in our website web www.ikeasistencia.com

10. Preservation and elimination of information.

IKÉ preserves your information during the time you keep your legal relationship with us. You may request the elimination of your data at any time (cancellation of your personal data). After this request, IKÉ eliminates the information which is not necessary to be preserved and limits the use of access to the information that has to be preserved.

11. Modifications to this privacy notice.

We reserve the right to make, at any time, modifications or updates to this privacy notice attending to legislative developments, internal policies or new requirements for the provision or offering of our assistance services. The updated version will be available via any of the following means:

- Visible advertisements in our offices.
- In our website which we suggest you frequently visit.
- We can send it to you at the last E-mail address you have supplied to us.

The procedure regarding the notification via Internet is the following: (i) enter our website <https://ikeasistencia.com/aviso-legal-y-de-privacidad/>. In case there are modifications or updates to this Privacy Notice there will be a notification informing you about this; (ii) enter the link of Privacy Notice; (iii) there you will find the current version with the date of the most recent update.