

# Aviso de Privacidad

## Privacy Notice

This notice is prepared in accordance with the Federal Law on the Protection of Personal Data Held by Private Parties (LPDP). Operadora Metria del Centro SA de CV, located at Blvd. Adolfo López Mateos 2303, Col. Las Bugambilias, CP 30270, León, Guanajuato, is responsible for the use and protection of your personal data, and we inform you of the following:

### Purposes of Personal Data

The personal data we collect from you will be used for the following purposes:

1. Verify and confirm your identity.
2. Have contact information for the relationship established with you as a customer.
3. For all purposes related to the legal and contractual relationship arising from your relationship as a customer.
4. Inquiries, investigations, and reviews related to your complaints or the exercise of your rights under the LPDP.
5. Additionally, we will use your personal information for the following purposes that allow us to provide better service:
6. Conduct market research.
7. Inform you about our products or services.
8. Data analysis.
9. Exchange of information with the parent company, affiliates, or subsidiaries of the data controller for all purposes established in this privacy notice.
10. If you do not wish your personal data to be used for these additional purposes, you may communicate this at any time by email to [atencionclientes@metriahotel.com](mailto:atencionclientes@metriahotel.com), or by submitting a written request to our address indicated above, where you may deny consent for your personal data to be used for these purposes, specifying which additional purposes you wish to reject.

Refusal to use your personal data for these additional purposes will not be grounds for us to deny the products or services you request, acquire, or contract with us.

### Data to Be Used for the Described Purposes

To carry out the purposes described in this privacy notice, we may collect and use some or all of the following personal data: address, landline phone number, mobile phone number, handwritten and electronic signature, email address, identification data, identification document with photograph and signature, Federal Taxpayer Registry key (RFC), Unique Population Registry Code (CURP), and data contained in identification documents, as well as anatomical data.

We do not collect or process sensitive personal data as defined by the LPDP.

### Data Sharing

We inform you that your personal data may be shared within and outside the country with our parent company, affiliates, or subsidiaries for all purposes stated in this privacy notice, or with Mexican authorities for compliance with legal obligations ordered by law or a competent authority.

As the sharing described above requires your authorization, we will understand that you have granted it unless you express your refusal for such transfers.

### Access, Rectification, Cancellation, or Opposition to the Use of Your Personal Data (ARCO Rights)

You have the right to know what personal data we have about you, why we use it, and the conditions of its use (Access). You also have the right to request the correction of your personal information if it is outdated, inaccurate, or incomplete (Rectification). Likewise, you may request that we remove your data from our records or databases when you consider that it is not being used according to the principles, duties, and obligations set forth by law (Cancellation); as well as oppose 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 a written request to the address indicated at the beginning of this notice or by email to [atencionclientes@metriahotel.com](mailto:atencionclientes@metriahotel.com), precisely describing the right you wish to exercise. The request must include a copy of your identification with photograph and signature. If the request is submitted through a representative, they must also provide an identification document with photograph and signature, as well as proof of representation.

Your request must include an active phone number and may also include an email address and a physical address for notifications. We will respond to your request within a maximum of 60 calendar days, using any of the means you provided for communication, informing you of the resolution.

### Revocation of Consent for the Use of Your Personal Data

You may revoke the consent you have given us for the processing of your personal data. However, please note that not all requests can be immediately processed or result in the conclusion of data use, as we may need to continue processing your information due to legal obligations. Also consider that revoking your consent for certain purposes may prevent us from continuing to provide the requested service or may terminate your relationship with us.

To revoke your consent, you must submit your request by email to [atencionclientes@metriahotel.com](mailto:atencionclientes@metriahotel.com) or in writing at the address indicated at the beginning of this notice.

To learn about the procedure and requirements for revocation, you may call **4775710132** or send an email to [atencionclientes@metriahotel.com](mailto:atencionclientes@metriahotel.com).

### Limitation on the Use or Disclosure of Your Personal Information

To limit the use and disclosure of your personal information, we offer the following options:

1. Your registration in the Public Registry to Avoid Advertising, managed by the Federal Consumer Protection Agency (PROFECO), to prevent your personal data from being used to receive advertising or promotions from goods or service companies. For more information, consult PROFECO's website or contact them directly.
2. Your registration in our exclusion list, so that your personal data is not used for marketing, advertising, or commercial prospecting purposes. For more information, call **4775710132** or send an email to [atencionclientes@metriahotel.com](mailto:atencionclientes@metriahotel.com).

### Use of Tracking Technologies on Our Website

We inform you that our website uses cookies, web beacons, and other technologies that allow us to monitor your behavior as an Internet user and provide you with better service and user experience. Through the use of these technologies, we do not collect personal data.

Our website may contain links to third-party sites outside our control; we recommend reviewing their privacy policies.

**Cookies:** These are data files stored on a user's computer or electronic device when browsing a specific website, allowing the exchange of status information between the site and the user's browser. This information may reveal session identifiers, authentication, user preferences, or any other data stored by the browser regarding the website.