

Privacy Notice

This notice is prepared under the terms of the Federal Law on Protection of Personal Data Held by Private Parties (FLPP). Operadora Metria del Centro S.A. de C.V., 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. Maintain contact information in the relationship we establish with you as a client. 3. For all legal and contractual purposes arising from your relationship as a client. 4. Consultations, investigations, and reviews related to your complaints or exercise of your rights under the FLPP.

Additionally, we will use your personal information for the following purposes that allow and facilitate providing you with better service: 1. Conduct market research. 2. Inform you about our products or services. 3. Data analysis. 4. Exchange of information with the parent company, affiliates, or subsidiaries of the controller for all purposes established in this privacy notice.

If you do not wish your personal data to be processed for these additional purposes, you may notify us by email at atencionclientes@metriahotel.com or by written notice at our address indicated above, specifying which purposes you deny consent for. The refusal to use your data for these purposes will not be a reason to deny the products or services you request or contract with us.

Data used for the described purposes: To carry out the purposes described, we may collect and use the following personal data: address, landline and mobile phone number, handwritten and electronic signature, email address, identification data, photo ID with signature, Federal Taxpayer Registry (RFC), Unique Population Registry Code (CURP), and anatomical data. We do not collect or process sensitive personal data as defined by the FLPP.

Data sharing: We inform you that your personal data may be shared within and outside the country with our controlling company, affiliates, or subsidiaries, for all purposes established in this notice, or with Mexican authorities to comply with legal obligations. Your authorization will be assumed unless you explicitly express your refusal.

Access, rectification, cancellation, or opposition to the use of your data: You have the right to know what personal data we have about you, what we use it for, and the conditions of use (Access). You may also request correction if your data is outdated, inaccurate, or incomplete (Rectification). You may also request its deletion from our records (Cancellation) or oppose its use for specific purposes (Opposition). These rights are known as ARCO rights.

To exercise any ARCO rights, submit a written request to the address indicated or email atencionclientes@metriahotel.com, specifying the right you wish to exercise. Include a copy of an official ID with photo and signature. If a representative submits the request, they must also provide ID and proof of representation. Please include a phone number, optional email, or postal address for notifications. We will respond within 60 calendar days using your preferred contact method.

Revocation of consent: You may revoke consent previously granted for the processing of your personal data. However, note that in some cases we may be legally required to continue processing your data. Revocation may also mean we can no longer provide certain services or continue our relationship. To revoke consent, send a message to customercare@metriahotel.com or a written notice to our address.

For procedure details, call 4775710132 or email customercare@metriahotel.com.

Limitation of use or disclosure: To limit the use and disclosure of your personal information, we offer the following options: 1. Register in the Public Registry to Avoid Advertising (PROFECO) to prevent receiving promotional information. For more information, visit PROFECO's website. 2. Register in our internal exclusion list to prevent your data from being used for marketing or advertising purposes. For more information, call 4775710132 or email customercare@metriahotel.com.

Use of tracking technologies on our website: We use cookies, web beacons, and similar technologies to monitor user behavior and provide better service and experience. No personal data is collected. Our website may contain links to third-party sites; we are not responsible for their privacy practices. Please review their privacy policies.

Cookies: These are data files stored on your device's hard drive that allow the exchange of status information between the site and your browser, which may reveal session identification, authentication, or user preferences.