

PRIVATE POLICY

In accordance with the Federal Law on Protection of Personal Data Held by Private Parties, this Private Policy is made available in the following terms:

Responsible for the use and Protection of Personal Data: OPERAJOYA, S.A. DE C.V., located on Blvd. Everardo Marquez No. 100, Colonia Cuesco, at Pachuca city, Hidalgo State; and as responsible for handling your personal data, inform you that all our clients data is taken as strictly confidential for this reason, your personal data, as: Full Name, address, federal tax payer registration, email, number phones; shall be used to:

- To comply with obligations agreed with our customers.
- Inform about changes of our products or services.
- Evaluate the quality of service.
- Carry out internal studies on consumption habits.
- Meet legal requirements from competent authorities.

In order to prevent unauthorized access to your personal data and in order to assure that your information is used for the purposes established on this Privacy Policy, we have established several procedures and physical, technical and administrative security measurements, in order to avoid the unauthorized use or disclosure of your data, allowing us take care of them properly.

All your personal data are taken in accordance with the applicable and current legislation in the country, therefore we inform you that you have the power to revoke this consent at any time through the **ARCO** rights: to access, rectify, cancel or oppose the process that we give your personal data; right that you can assert by presenting the form that is available in this establishment and that our staff will provide you at no cost, or that you can find on the page www.lajoyahoteles.com

Operajoya, S.A. de C.V., shall be able to transfer your data to its affiliated or subsidiary companies that are identified or associated to **Operajoya, S.A. de C.V.**, as well as to its authorized dealers and/or third parties service providers with whom it has legal relationship as well as Home or Foreign third parties. Third parties or recipients of personal data have the same obligations and/or responsibilities from **Operajoya, S.A. de C.V.**, in accordance to the established in this Privacy Policy. If you do not express your opposition for your personal data to be transferred. It will be understood that you have given your consent for it.

I do not consent to my personal data being transferred in the terms indicated in this privacy policy. If you wish to stop receiving promotional messages from us, you can request it through our contact information: info@lahoyahoteles.com, +52 7717183010 This privacy notice may be modified at any time by **Operajoya, S.A. de C.V.**, being that said modifications will be notified in a physical notice in the establishment or through electronic means.

I hereby give my express consent for the collection, process and transfer of my personal data in the terms described in this Privacy Policy.

Name:

Signature:

Date:

Date of last update: 01/17/2023