



PRIVACY NOTICE

EXPO TRANSPORTE ANPACT 2021

BARRERA Y NOGUEIRA, S. DE R.L. DE C.V., better known as **B&N Exposiciones**, with address at Calle Herschel 156, 6th floor, Colonia Anzures, Delegación Miguel Hidalgo, C.P. 11590, Mexico City, and Internet site www.bynexpo.com, is responsible for the use and protection of your personal data. In this regard we inform you of the following:

The personal data we collect from you will be used for the following purposes that are necessary for the service you are requesting:

- To confirm your identity.
- To register your attendance at Expo Transporte ANPACT 2021.
- To prepare the badge for access to Expo Transporte ANPACT 2021.
- For your safety and the safety of the people who will be attending Expo Transporte ANPACT 2021.
- To keep you informed about the activities that will take place at Expo Transporte ANPACT 2021.

Additionally, we will use your personal information for the following secondary purposes that are not necessary for the requested service, but that allow and facilitate us to provide you with better customer service:

- Sending of commercial promotions.
- Sending invitations to different events in the automotive industry sector.
- Generation of statistics and market studies.
- Marketing or advertising.
- Commercial prospecting.

In case you do not wish your personal data to be treated for these secondary purposes, from this moment on you can inform us of the above by sending an e-mail to the following address: info@bynexpo.com

The refusal to use your personal data for these purposes may not be a reason for us to deny you the services and products you request or contract with us. To carry out the purposes described in this privacy notice, we will use the following personal data:

- Name
- Address
- Phone number
- Cell Phone



- Email address
- Position or charge you hold
- Personal interests

Likewise, we inform you that your personal information is shared within the country with AHM Registro y Asociados S.A. de C.V., since it will be the company in charge of elaborating the access badges to Expo Transporte ANPACT 2021.

You are also informed that you have the right to know what personal data we have about you, what we use them for and the conditions of the use we give them (Access). In addition, it is your right to request the correction of your personal information in case it is outdated, inaccurate or incomplete (Correction); that we remove it from our records or databases when you consider that it is not being properly used (Cancellation); as well as to 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 the respective request by sending an email to info@bynexpo.com.

In relation to the procedure and requirements for the exercise of your ARCO rights, we inform you of the following:

You can prove your identity as the owner and, if applicable, your representative, by physically presenting the application, accompanied by a copy of the official identification of the owner and, if applicable, a simple copy of the power of attorney for acts of administration of the owner's representative or a simple power of attorney signed by the owner, by the proxy and by two witnesses, and a simple copy of the official identification of the representative or proxy. The request may also be sent via e-mail to the following address: info@bynexpo.com.

The information and/or documentation that the application must contain is as follows:

1. Name of the owner and address or other means of communicating the response to your request;
2. Documents proving the identity or, where appropriate, the legal representation of the holder;
3. A clear and precise description of the personal data with respect to which it is sought to exercise any of the ARCO rights;
4. Any other element or document that facilitates the location of the personal data.

We will respond to your request within 20 working days of receiving it through the means you have indicated in your request. We do not omit to inform you that the personal data you request may be reproduced in printed and/or digital media.

The contact details of the person or department of personal data, which is in charge of processing applications for ARCO rights, are as follows:

- a) Name of the person or department with personal data: Denisse Martínez
- b) Address: calle Herschel 152, piso 6, colonia Anzures, delegación Miguel Hidalgo, C.P. 11590, en la Ciudad de México,
- c) E-mail: info@bynexpo.com
- d) Telephone number: +52 (55) 5254-1654

You can revoke the consent you have given us to process your personal data. However, it is important to note that we will not always be able to comply with your request or conclude the use immediately, as we may be required by legal obligations to continue processing your personal data. You should also consider that, for certain purposes, revocation of your consent will mean that we can no longer provide you with the service you requested, or that your relationship with us has ended.

To revoke your consent you must submit your request through the means indicated and following the procedure established in this Privacy Notice for the exercise of ARCO rights. The requirements for revocation of consent are as follows:

1. Name of the owner and address or other means of communicating the response to your request;
2. Documents proving the identity or, where appropriate, the legal representation of the holder;
3. A clear and precise description of the personal data with respect to which the revocation of consent is sought, indicating whether the revocation sought is total or partial; and
4. Any other element or document that facilitates the location of the personal data.

In order for you to limit the use and disclosure of your personal information, you must submit your request through the means indicated and following the procedure set forth in this Privacy Notice for the exercise of ARCO rights. The information and/or documentation that the request must contain is as follows:

1. Name of the owner and address or other means of communicating the response to your request;
2. Documents proving the identity or, where appropriate, the legal representation of the holder;
3. A clear and precise description of the personal data with respect to which the revocation of consent is sought, indicating whether the revocation sought is total or partial; and
4. Any other element or document that facilitates the location of the personal data.

Please note that this privacy notice may be modified, changed or updated due to new legal requirements; our own needs for the products or services we offer; our privacy practices; changes in our business model, or other causes. We pledge to keep you informed of changes to this privacy notice at www.bynexpo.com, by updating the notice of privacy on the referred website.