

PRIVACY POLICY OF THE WEB SITE (PRIVACY NOTICE):

COMERCIALIZADORA DE PRODUCTOS SUNTUARIOS, S.A. DE C.V., (hereinafter referred to as "CPS") is committed to protecting and respecting your privacy. This Privacy Policy and/or Privacy Notice (together with the Terms and Conditions of Use of the Website and the Policy on Cookies and IP's) are those who govern the use and purpose of the information collected about you. Please read the following to understand our views and practices regarding your personal data and how we will treat them. Although we are committed to maintaining your security and trust in all of our activities with you, this Privacy Policy does not apply to how we collect and/or use your data via different channels of this Website. Please exit this Website immediately if you do not agree to this Policy and/or Privacy Notice, or if you do not have the legal age to consume alcoholic beverages (as defined in the Terms and Conditions of Use of the Website) in the country or other territory in which you are accessing our Website or in a country or other territory where the use of our Website is not allowed. CPS with domicile in Calle D Manzana 1 No. 4, Colonia Educación, Código Postal 04400, Delegación Coyoacán, Ciudad de México, México, informs you that you can obtain, transfer, store, and make use of the personal data that you provide through this Website, same that will be used exclusively to access this Website, as well as in any case, for the purpose of offering advertising and services that may be offered and/or provided on this Website; as well as for other activities whose access requires that the User is registered, therefore, your data will be used for the following purposes:

- Register and respond to your requests for reservation and/or purchase of our products when necessary.
- Collecting and billing of products and services purchased when applicable.
- Address your queries and suggestions.
- Bring promotions, contests, competitions and activities organized by CPS as well as its affiliates, subsidiaries or related companies to your attention.
- Document your visits or events.
- Perform satisfaction surveys.
- Subscribe to our newsletter.
- Inform you about our events.
- Maintain control of the people (users) that access the current Website.
- Participate in the research, promotion and marketing of the services and/or products; for which they may be placed at the disposal of companies related corporately and/or contractually with CPS.
- The correct country or other territory in which you are located and/or accessing the Website; as well as your correct date of birth, which we require that you send accurately to ensure that you do not access this Website if you do not have a legal age for consuming alcoholic beverages in the country or territory in which you are located or accessing our Website.

Please note that it is possible that once attending CPS events, photographs might be taken and shared in media and social networks.

CPS is responsible for the personal data that is collected from you and therefore carries out the treatment of your personal data in accordance with the principles of legality, consent, information, quality, purpose, loyalty, proportionality and responsibility, in terms of the provisions of the Federal Law for Protection of Personal Data held by private individuals and their regulations (Ley Federal de Protección de Datos Personales en Posesión de los Particulares y su Reglamento) (hereinafter the "the Law"). In order to prevent access and unauthorized disclosure, maintain the accuracy of personal data, and ensure the correct use of information, CPS uses physical, technological and administrative proper procedures to protect the information that it collects. The personal information that you have provided is stored in controlled databases and with limited access in accordance with the Law.

You may exercise your rights of access, rectification, cancellation and/or opposition, also known as "ARCO Rights" (Derechos ARCO), as well as the revocation of consent to the following email address: contacto@mezcalpopolvuh.com.mx

CPS puts at your disposal the procedure by which it may exercise your ARCO Rights (Derechos ARCO) and revocation of consent in the place of residence to hear and receive the notifications before mentioned. We bring to your attention that CPS will abstain from selling, leasing and/or to transferring your personal data. It will only share your personal information under the following assumptions: (a) with companies that hold a corporate or contractual relationship; (b) with banking institutions which are used for the purchase of our products, when applicable. Foregoing people who perform the transfer of personal data may not use information provided by CPS in a different manner to that established in the present Notice. These data transfers will be carried out with all appropriate security measures, in accordance with the principles contained in the Law. If there is a breach of security at any stage in the processing of personal data, CPS will notify you immediately by email on behalf of the person in charge, so that it can take necessary measures for protecting your rights. In case you do not have your e-mail available to you, the notification will be published in the present Website. In order that it might limit the use and disclosure of your personal information, you account with the following means: a) Registration in the Public Register of Consumers (Registro Público de Consumidores) and/or in the Public Register of Users (Registro Público de Usuarios) to avoid publicity, which the Office of the Federal Attorney for Consumers (Procuraduría Federal del Consumidor "PROFECO") are in charge and the National Commission for the Protection of Users of Financial Services (Comisión Nacional para la Protección y Defensa de los Usuarios de Servicios Financieros "CONDUSEF") respectively, with the aim that your personal data will not be used to receive advertising or promotions of goods or services companies. For more information about this registry, you can consult the PROFECO and CONDUSEF websites, or get in direct contact with them. b) If you consider that your right to the protection of your personal data has been infringed by any conduct or omission on our part, or assume any violation to the provisions laid down in the Law, you may bring your dissatisfaction or complaint before the Federal Institute of Access to Information and Data Protection (Instituto Federal de Acceso a la Información y Protección de Datos "IFAI"). For more information, please visit their official website www.ifai.org.mx. Registration on the present Website requires that the data be provided in a truthful and complete manner, such data will be

updated through your cooperation. If the personal data that you provide to us were incomplete or inaccurate or they are not updated in time, CPS by this mere fact shall be released from any liability arising as a result.

In accordance with what is established in the legislation, once you have read this Privacy Notice it will be considered that you are in agreement with the collection, treatment, transmission, use and above mentioned storage of the personal data provided to CPS. CPS reserves the right to modify this privacy notice, same to be announced on this Website and in the address earlier indicated with reasonable notice prior to its implementation.

[Download ARCO Rights Form](#)

[Download ARCO Rights Attention Procedure](#)