

PRIVACY NOTICE

PÉEK-PAAX, S.A. DE C.V. (PÉEK-PAAX ANIMATION STUDIOS)

In accordance with the “Ley Federal de Protección de Datos Personales en Posesión de Particulares” and its regulations (the “Federal Data Protection Law”), this Privacy Notice (the "Notice") is made known to, in the following terms:

I. RESPONSIBLE FOR THE PROTECTION OF PERSONAL DATA.

For the purposes of this Notice, it is recognized that PÉEK-PAAX, located at: 33 Oriente 202, Col. Huexotitla, Puebla, Puebla, Mexico; email: info@peek-paax.com, and phone: 222 211 60 54, is responsible for the gathering, disclosing, archiving, using, transferring and managing personal data.

II. INFORMATION TO COLLECT.

It is informed that PÉEK-PAAX will obtain your personal data through the following ways:

1. Personally: When you attend or visit the PÉEK-PAAX facilities.
2. Directly: When you provide your personal data so as to request or contract our services, or to provide a service in favor of PÉEK-PAAX.
3. Indirectly: From any other source of information, commercially available or permitted by law.

The categories of personal and sensitive data that can be collected or subject to treatment are:

Personal information:

- a) Identification and contact data, including the image of the owner of the personal data
- b) Economic data
- c) Financial data
- d) Academic data
- e) Labor data
- f) Migration data

Sensitive data:

- a) Health condition
- b) Characteristics and physical conditions
- c) Personal characteristics
- d) Origin data
- e) Biometric data (consisting of fingerprint, voice recognition, facial identification features, irises and those established by the competent authorities, in order to register and determine the identity).

The use of sensitive personal data is considered consented, when it is presumed that the express authorization through the signature and authentication means established by PÉEK-PAAX, correspond reasonably to the Holder of the personal data.

III. PURPOSE OF PERSONAL DATA USE.

Personal and sensitive data collected will be used regarding the following purposes, unless the Holder provides otherwise, through the mechanisms described in this Notice:

- (i) Carrying out the evaluation and verification process;

- (ii) Evaluating the possibility of contracting independent professional services, the supply of goods or services and / or remunerated collaborations;
- (iii) For the purpose of allowing access to any of the facilities in which our offices are situated;
- (iv) Carrying out the recruitment and selection of personnel process;
- (v) Complying with the provisions of employment contracts and service agreements;
- (vi) For the Integration and updating of internal files;
- (vii) Complying with civil, commercial, tax and/or labor duties;
- (viii) For the analysis and preparation of internal statistics.

PÉEK-PAAX undertakes that the previous use will be only the necessary for the aforementioned purposes and that the personal and sensitive data will be use and protected under the adequate security measures so as to ensure its confidentiality.

The Holder of personal data who submits any request with the purpose of establishing a legal relationship with PÉEK-PAAX, agrees that the use of his/her personal data will be in accordance with the terms described in this Notice.

Personal data will be used with entire discretion and in accordance with the Law and its Regulations, therefore, PÉEK-PAAX informs you that, as Holder that you will have the right to Access, Rectify, Cancel, or Oppose your personal data ("ARCO Rights") at anytime.

PÉEK-PAAX will preserve the personal data kept during the term of any contractual relationship with the Holder or during the term permitted by the applicable laws.

The Holder has a term of five business days, after the obtention of the personal data, if applicable, to express his/her refusal regarding the purposes that are not necessary, or regarding the purposes that have not given origin to the legal relationship with the Responsible party.

IV. PERSONAL DATA IN SOCIAL NETWORKS.

At the time of registering on our social networks, it will be understood that the user's data are correct and its username is his/her entire responsibility. Social networks (such as Facebook®, Twitter®, WhatsApp®, Instagram® and LinkedIn®, among others) constitute communication and interconnection platforms between different users, which are unrelated to PÉEK-PAAX, and therefore, they are not under the responsibility of PÉEK-PAAX.

V. OPTIONS AND WAYS TO LIMIT THE USE OR PERSONAL DATA.

PÉEK-PAAX inform you that personal data will be protected under strict administrative, technical and physical security measures, which have been implemented so as to protect personal data against any damage, loss, alteration, destruction or unauthorized use or access.

Therefore, PÉEK-PAAX makes available the following contact means so as to limiting the use or personal data disclosure:

- Email: info@peek-paax.com
- Phone number: Monday to Friday from 10:00 am to 2:00 pm at 222 211 60 54.
- Subject: "Limitation of use or disclosure of Personal Data".

VI. WAYS TO EXERCISE YOUR RIGHTS AS HOLDER OF PERSONAL DATA.

As Holder of the personal data mentioned in this Privacy Notice, you can exercise the ARCO Rights, sending a request that contains and attaches the following:

- a) The name of the Holder and the address or other ways to inform you the response given to your request;
- b) The documents that prove the identity or, the legal representation of the Holder;
- c) A clear and precise description of the personal data on which the Holder seeks to exercise any of the aforementioned rights, and
- d) Any other element or document that facilitates the location of personal data.

In the case of exercising the ARCO Rights, the petition will be enterly examined, unless there is legal impediment, violation of any law or provision applicable to PÉEK-PAAX, or said petition implies the use or ana affection to the rights of any other Holder; in other words, if the access request to personal data involves providing another person's data, the petition can be denied, unless the express consent of the Holder(s) of such information.

The responsible Party will communicate in writing to the Holder the response to the request through the contact means provided to the effect, within a maximum period of 20 business days, from the date the request has been received. The term may be extended once for an equal period, as long as the circumstances of the case justify it.

Not in all cases PÉEK-PAAX will be able to attend the request or eliminate the processing of personal data immediately, because it is possible that due to some legal obligation, we need to continue processing the personal data. Likewise, you should consider that, for certain purposes, the revocation of consent for the processing of personal data will imply the conclusion of the legal relationship with us.

VII. RESPONSE.

Upon the express consent of the Holder through any electronic, optical, sound, visual means, or through any other technology, in which the Holder confirms having received the answer given by PÉEK-PAAX, PÉEK- PAAX may ask the Holder for a confirmation of satisfactory request in a letter, said letter or format must be signed by the Holder as ratification for the attention received.

VIII. MODIFICATION OR CONFIRMATION.

In the event that the Holder disagrees to the response provided by PÉEK-PAAX, the Holder may ask for a second review of his/her petition, in order to modify or confirm the prior response received. The new response which will be informed to the Holder (according to the process implemented above) within the established period of 15 business days from the communication of the prior response. For more information regarding the protection of personal data, or in the event that the Holder considers that ARCO Rights haven't been properly addressed, the Holder can contact the email: info@peek-paax.com

IX. USE OF PERSONAL DATA.

The Holder whose desire is to establish a legal relationship with PÉEK-PAAX or with any of its subsidiaries or affiliates, agrees to transfer his/her personal data in the terms described in this Notice.

Third parties and entities related to PÉEK-PAAX which receive personal data will assume the same duties set forth in this Notices as those with respect to PÉEK-PAAX.

PÉEK-PAAX may transfer personal data to third-party subsidiaries or members of the same corporate group, with whom PÉEK-PAAX has entered into confidentiality agreements and has established protection of personal data policies, considering that the Holder does not object to such transmission.

PÉEK-PAAX promise not to transfer personal information to third parties without the Holder consent, except for the exceptions set forth in the provision 37 of the Law, which states that the national or international data transfers may be carried out without the consent of the owner when any of the following assumptions occur:

- a) When the transfer is provided for in a Law or Treaty to which Mexico is a party;
- b) When the transfer is necessary for prevention or medical diagnosis, the provision of health care, medical treatment or the management of health services;
- c) When the transfer is made to controlling companies, subsidiaries or affiliates under the common control of the person in charge, or to a parent company or to any company in the same group of the person in charge that operates under the same internal processes and policies;
- d) When the transfer is necessary by virtue of a contract concluded or to be entered into, in the interest of the Holder, by the person in charge and a third party;
- e) When the transfer is necessary or legally required to safeguard a public interest, or for the procurement or administration of justice;
- f) When the transfer is necessary for the recognition, exercise or defense of a right in a judicial process, and
- g) When the transfer is necessary for the maintenance or fulfillment of a legal relationship between the controller and the Holder.

X. PRIVACY NOTICE CHANGES.

PÉEK-PAAX reserves the right to make updates to this Notice, any change or modification will be informed through the web site: www.peek-paax.com or through any other means of public or private communication that we consider relevant.

This Privacy Notice was last updated in April 2020.