

# Privacy Policy

Industrias Vepinsa S.A. de C.V.

Average reading time: 2 min. 25 sec.

This document describes how we may use and disclose personally identifiable information that we may collect and use about you. It also describes what kind of information we collect and what are your options to limit the use of this information, as well as the procedure to exercise your ARCO (Access, Rectification, Cancellation and Opposition) Rights.

## 1) Responsibility for protecting your personal information

Industrias Vepinsa S.A. de C.V., located at Carretera al Campo 35 KM. 8 S/N, Zona Industrial Los Mochis, Sinaloa 81255, México, is responsible for the way your personal information is handled.

## 2) Our Department of Information Protection

**Department Head:** Francisco Rodimiro Guzmán Dicochea  
**Address:** Carretera al Campo 35 KM. 8 S/N, Zona Industrial Los Mochis, Sinaloa 81255  
**Email:** rodimiro.guzman@vepinsa.com.mx  
**Telephone:** +52 (668) 816-0500

## 3) Reasons why we collect and use your personal information

Your personal information will be used for the following purposes:

To provide requested products; to provide services you request and/or contract; to answer your requests of information, attention, and service.

In addition, your personal information may be used:

To promote and market products and services; to study and create programs needed to determine use and consumption habits; to offer you new products and services tailored to your interests and needs; to conduct periodic evaluations of our products and services in order to improve their quality; to notify you about new services or products related to the ones you have already contracted or acquired; for newsletters and press releases about our organization.

## 4) What personal data do we obtain, and from where?

For the above reasons we may collect your personal data in several ways:

- When you visit our website or use our online services
- When you personally provide us with your information
- When we obtain information through other public access sources, permitted by law (telephone or labor directories, websites, etc.)

### **Personal information we collect**

Contact information (Name, Email, Address, Telephone, Mobile, Fax); IDs (Voter Registration, Passport, Driver's License, Military ID, Professional License); Financial information and payment methods (Credit card, Debit card, Checking); Tax information (Tax ID, Invoice address), online login credentials (user name and password), Social media IDs (Facebook, Twitter, LinkedIn, Google+); Financial information (Income, Real estate property, investments, other type of bank accounts), Social Security Number (NSS) and/or CURP; Personal references (Information of non-family references); Work-related information (Employer, Title, Responsibilities, Resume).

## 5) How to Access, Rectify, Cancel, or Oppose the use and treatment of your personal information (ARCO Rights), or how to revoke your consent about how your information is handled

You have the constitutional right to **Access** and know the personal information we have of you, and the details of how said information is handled and used, as well as how to **Rectify** and correct it in case it is not correct or complete; to **Cancel** and eliminate it when you consider that it's not required for any of the purposes stated herein, or that is being used for purposes other than those authorized by you, or if you have concluded the contractual business or service relationship, or to **Oppose** the way said information is being used for specific purposes.

**The mechanisms in place to exercise your ARCO Rights, as wells as the terms, information and documentation needed to make your request, can be obtained by sending an email to: [rodimiro.guzman@vepinsa.com.mx](mailto:rodimiro.guzman@vepinsa.com.mx)**

### **How to limit the disclosure of your personal information**

If you wish to stop getting messages from us that are not essential to provide said services, please send your request to our Department of Protection of Your Personal Information, and we will inform you about the mechanisms in place to that effect.

## 6) Disclosing your personal information

Your personal information will not be disclosed to third parties or companies. To comply with the goals stated in this Privacy Policy, your information will be disclosed only to persons or companies who have been specifically **Assigned** to that effect.

## 7) Modifications to the Privacy Policy

We reserve the right to make, at any time, changes or updates to this Privacy Policy, in regard to changes in the law, internal policies, or new requirements to provide or offer our services or products. These changes will be available to the public at the website:  
[www.thebeautyofyellow.com](http://www.thebeautyofyellow.com).

### Use of cookies, web beacons, and JavaScript

Cookies are small data files sent automatically by our website, which are then stored in your browser. This way, the website may consult this information to know the user's previous activity and speed some processes such as session maintenance, and to identify sections within our website which you have previously visited.

Web beacons, along with Web-metrics JavaScripts allow the storage of information related to website usage patterns. We use these tools to obtain statistical data such as:

- Type of Web browser and operating system used, Web pages visited, browsing origin, IP address, and amount of time spent on the website, among other statistical data.

Cookies, JavaScript and other tracking technologies may be disabled. However, doing so may prevent the website or some of its functionalities from working properly.

## 8) Where can you present a complaint or claim due to the improper use of your personal information?

If, after exercising your ARCO Rights with Industrias Vepinsa S.A. de C.V., through the means and ways established in this Privacy Policy, you consider that the response given to you is unsatisfactory or incomplete; or if you think that your right to protect your personal information has been harmed by a behavior or action on our part; or if you have evidence that the handling of your personal information is in violation of the regulations stated in the law "Ley Federal de Protección de Datos Personales en Posesión de los Particulares", you may file a complaint or claim before the IFAI. For more information, visit: [www.ifai.org.mx](http://www.ifai.org.mx)