

PRIVACY NOTICE FOR THE PROTECTION OF PERSONAL DATA

LAST UPDATED DATE:

April 28, 2025

Thank you for accessing and using any of our platforms. By using them, you access your personal data and accept this Privacy Notice. We recommend that you read it carefully.

1 IDENTIFICATION OF THE INTERESTED PARTIES IN THIS PRIVACY NOTICE

Within the content of this Privacy Notice, the interested parties shall be referred to as follows:

The Controller: 1000 Caguamas S.A. de C.V., commercially known as "1000 caguamas".

The Data Subject: The user of this and any other platform related to the Controller.

2 IDENTITY AND ADDRESS OF THE CONTROLLER RESPONSIBLE FOR COLLECTING AND SAFEGUARDING PERSONAL DATA.

For all relevant legal purposes, the party responsible for collecting your data (as indicated in the table immediately below) hereby informs you of the privacy and personal data handling policy, which at all times ensures that the processing of such data is lawful, controlled, and informed, in order to guarantee their privacy.

Controller: 1000 Caguamas S.A. de C.V.

Commercial Name: 1000 caguamas

Address: Avenida Unión #163-2, Colonia Barrera, Postal Code 44150, Guadalajara, Jalisco

Website: www.1000caguamas.com

Main Business Activity: Restaurant chain focused on the sale and commercialization of alcoholic beverages and dishes derived from animal origin.

3 SCOPE OF THIS PRIVACY NOTICE.

The data controller, in the full exercise of its rights and with all legal capacity and authority to provide services and to be bound by all its obligations, including those arising from this instrument. This privacy notice applies to all platforms, including websites, domains, services, web platforms, applications, and products belonging to the data controller and its wholly owned subsidiaries ("the data controller's sites or services"), unless a specific privacy policy or notice for a particular product or service of the data controller supersedes or supplements this privacy notice.

The scope of this Privacy Notice, as well as access to and, in particular, the collection of personal data, may be carried out through the following means: mobile application, website, social media accounts, telephone, and/or mobile phone cameras.

4 PERSONAL DATA SUBJECT TO PROCESSING, INCLUDING IDENTIFICATION OF SENSITIVE DATA.

The data controller collects and uses personal information to provide you with better service and to personalize your experience and interaction. Such collection is carried out with your express and implied consent, in accordance with applicable laws and this Privacy Notice.

The data controller also collects information from trustworthy public or commercially available sources, as well as from the collection or extraction of data derived from your browsing when using the website or from the access you grant to it. Such information may include your name, home address, email address, interests, and demographic or profile data. The information the data controller obtains from its public or commercial sources may be used together with the information it collects when the data subject visits our website. For example, the data controller may compare geographic information obtained from its commercial sources with the IP address collected through automatic data collection tools in order to determine your general geographic area.

The types of personal data obtained through this website, by way of example and not limitation, will include the following:

1. Contact information, including first name, last name(s), municipality, city and/or state of residence or location, home address, mobile phone number, and email address.
2. Tax Identification Number (RFC), age, level of education, hobbies, and marital status.
3. Current occupation and description thereof, work experience and employment history, experience in the restaurant industry, specific skills, and values the individual considers important in a person.
4. Knowledge-related information, such as understanding of franchises, knowledge of the rights and obligations of a franchisee, projection of the franchise (if granted), franchise plans (if granted), whether the individual has a location where the franchise is intended to be established, specifications of such property, available capital for the franchise, and source of financing.
5. Personal references.

In view of the foregoing, the data subject agrees that any third-party information they provide shall be their sole responsibility, and grants full consent to the data controller to use, store, manage, and/or process such information in accordance with the terms set forth in this Privacy Notice.

It is important to note that the data controller, under oath and in good faith, does not collect sensitive data that will be subject to processing and that must be related to this Privacy Notice.

5 PURPOSES OF THE PROCESSING OF PERSONAL DATA, DISTINGUISHING THOSE REQUIRING THE DATA SUBJECT'S CONSENT.

The personal data provided directly or indirectly by any individual, whether by accessing this website or due to their commercial, client, or any other type of relationship with this company, will be used in the manner described below by way of example and not limitation:

To identify you, locate you, communicate with you, contact you, provide services, follow up on obligations undertaken, send you information, and/or maintain commercial, employment, and/or client relationships that give rise to the transmission of your personal data. The use of personal data will be strictly related to the type of legal interaction you have with the data controller, whether solely to regulate your relationship as a user or viewer of the data controller's website or web platforms, or through the prior execution of verbal or written contracts, including any requests for information or contact made through this website.

The data controller may collect personal information to complete various transactions, for example:

- a. Requests for information.
- b. Requests for collaboration in the purchase of a franchise.
- c. Identification of data subjects or individuals.
- d. Generation of databases.
- e. Creation of profiles and user verification.
- f. Requests for information about products or services.
- g. Subscriptions for technical support or marketing.
- h. Requests of any kind related to the products or services provided by the data controller.

Additionally, the data controller may use your information to:

- a. Provide you with updated information about new services, products, and benefits.
- b. Provide you with information through a newsletter, including sending you emails with such newsletter.
- c. Share information with third parties solely and exclusively for the fulfillment of services or for the other uses of your information mentioned herein; for example, the service of generating statistics on causes, types, locations, and forms of amputations experienced.
- d. Communicate with you about products and services that may interest you based on your customer profile, and for internal customer management.
- e. Assist you in completing a transaction or request for a product or service.

- f. Prevent and detect security threats, fraudulent behavior, or other malicious activities that could affect the data subject or the data controller.
- g. Offer and improve service and technical support.
- h. Offer personalized promotions.
- i. Select the content that will be communicated to you.
- j. Personalize the data controller's websites.
- k. Allow you to participate in contests and surveys.
- l. Contact you regarding the data controller's products or services.
- m. Conduct research of any kind related to customer prospecting that may be carried out regarding the data subject.
- n. Improve the services contracted with the data controller.
- o. Conduct studies, advertising or marketing campaigns, programs, and statistics necessary to determine user service preferences and consumption habits, and to offer our products and services to our clients.
- p. Evaluate, analyze, use, manage, exploit, transfer, dispose of, disclose, access, and store by any means the personal data provided through any legal instrument, or verbal or express manifestation of intent, including interactions conducted through this website.

Since the personal data processed by the data controller do not require express consent, as stated in Article 7 of the Federal Law on the Protection of Personal Data Held by Private Parties, it is clarified through this Privacy Notice that the purposes of personal data processing mentioned above are tacitly agreed to by the Data Subject.

6 COLLECTION OF INFORMATION AND/OR DATA THROUGH AUTOMATED MEANS.

In addition to the information, you provide to us, the data controller may also collect information during your visit to our website through records on various social media platforms such as Facebook, Instagram, Twitter, Google, payment processors or service providers, cash payment systems, or electronic payment systems, and through its automatic data collection tools, which include cookies, web beacons, Google Analytics or Ads, web quote tools, and integrated web links or applications. These tools collect certain behavioral or traffic information that your browser sends to a website, such as the type and language of the browser, access times, and the website address from which you came.

They may also collect information about your Internet Protocol (IP) address, your unique device identifier, and where you click (i.e., the web pages you visit, the links you click, and other actions you take in relation to the data controller's websites or websites managed by it). The data controller may also use some of these automatic data collection tools in connection with certain emails and/or communications sent from this website and, therefore, may collect information through these tools when you open the email or click on a link contained in such email.

The personal data we obtain from these tracking technologies include: browsing times, time spent on our website, sections consulted, and websites accessed prior to ours. Similarly, when visiting our website, we may request and collect other personal data such as age, gender, or date of birth. Using this information, we generate statistics on how many users visit our websites and which pages they access. By collecting this information, we learn how to better tailor our products and services.

The data obtained through the log files described above may not be transferred to any person other than this company or its employees or management personnel. In such cases, the latter must handle your information in accordance with the terms established in this Privacy Notice.

How can I control which cookies are placed on my device?

You can choose whether or not to accept cookies. One way to do this is through your Internet browser settings. Most Internet browsers allow some control over most cookies through the browser settings (please note that if you use your browser settings to block all cookies, you may not be able to access certain parts or functions of our website). The following websites provide information on how to adjust cookie settings in some popular browsers:

[Apple Safari](#)
[Google Chrome](#)
[Microsoft Internet Explorer](#)
[Mozilla Firefox](#)

Adobe Flash Player is software used to view multimedia on a computer. Websites that use Adobe Flash may store Flash cookies on users' devices to remember settings, preferences, and uses similar to other types of cookies. The data controller may use Flash to provide special content such as video clips or animations.

You can access Flash management tools directly from Adobe's website.

Google Analytics:
<http://tools.google.com/dlpage/gaoptout>

Adobe Analytics:
<http://www91.intel.com/optout.html>

For more information about cookies in general, including which cookies have been set and how to manage and delete them, you may visit, at your own discretion and full responsibility:
www.allaboutcookies.org

7 CONTROL AND SECURITY.

The data controller is committed to taking the necessary measures to protect the information collected, using security technologies and control procedures to prevent unauthorized access, use, or disclosure of your personal information—for example, by storing the personal information provided on servers located in Data Centers with limited access controls. For online requests, we also use security technologies that protect the personal information transmitted to us through various electronic means; however, no security or data transmission system over which the data controller does not have absolute control and/or that relies on the Internet can be guaranteed to be completely secure.

Similarly, the data controller, its employees, representatives, subcontractors, consultants, and/or any third parties involved in any phase of the processing of the Data Subject's Personal Data and/or Financial and Asset-Related Personal Data must maintain confidentiality regarding such data. This obligation will remain in effect even after the relationship between the organization and the Data Subject has ended, in accordance with the provisions of Article 20 of the Federal Law on the Protection of Personal Data Held by Private Parties.

8 MEANS AVAILABLE TO THE DATA SUBJECT TO LIMIT THE USE OR DISCLOSURE OF DATA (ARCO RIGHTS).

You have the right to know what personal data we have on record, how we use it, and the conditions under which it is used (Access). You also have the right to request the correction of your personal information if it is outdated, inaccurate, or incomplete (Rectification); to request that we delete it from our records or databases when you believe it is not being used in accordance with the principles, duties, and obligations established by law (Cancellation); as well as to object to the use of your personal data for specific purposes (Opposition). These rights are known as ARCO rights.

You may revoke the consent you have given us for the processing of your personal data, or limit its use or disclosure. However, it is important to keep in mind that we may not be able to fulfill your request or immediately stop using your data in all cases, as we may be legally required to continue processing your personal data. Additionally, you should consider that for certain purposes, revoking your consent may mean that we can no longer provide the service you requested or may result in the termination of your relationship with us.

In the event that you wish to exercise your rights of access, rectification, cancellation, or opposition (ARCO) regarding any personal data or information you have provided to us, you may exercise

these rights at any time by directing your request to any of the following addresses or contact methods:

Email address:	hola@1000caguamas.com
By mail to the following address:	Avenida Unión #163-2, Colonia Barrera, Postal Code 44150, Guadalajara, Jalisco
Days and hours of operation:	Tuesday to Sunday, 11:00 a.m. to 12:00 p.m.
Customer service phone number(s):	(33) 3615 6767

For the above, you must reliably inform us of the personal data you wish to have rectified, canceled, or reviewed, as well as the purpose for which you provided it, and, if applicable, the name of the data controller to whom you provided it. In general, you must also meet the requirements set forth in Article 28 of the Federal Law on the Protection of Personal Data Held by Private Parties.

To exercise your rights of access, rectification, cancellation, or opposition, your request must include the following requirements:

1. The name of the data subject and their address or any other means to receive notifications;
2. Documents that prove the identity of the data subject or, if applicable, the authority and identity of their representative;
3. A clear and precise description of the personal data regarding which the ARCO rights are to be exercised, except in the case of the right of access;
4. The ARCO right you wish to exercise, or what the data subject is requesting; and
5. Any other element or document that facilitates the location of the personal data.

Any situation, clarification, or question regarding the interpretation or compliance with this Privacy Notice, as well as any situation related to the exercise of your rights, can be communicated to us through the means previously indicated.

We inform you that the data controller does not ordinarily transfer data to any third party, except in cases where it is strictly necessary to provide a requested service or product. Such third party will be independently, and if applicable, jointly responsible for properly handling the personal data to which they have access.

How can you limit the use or disclosure of your personal information?

In order for you to limit the use and disclosure of your personal information, we offer you the following means:

Your registration in the Public Registry to Avoid Advertising, which is managed by the Federal Consumer Protection Agency (PROFECO), with the purpose of ensuring that your personal data is not used to receive advertising or promotions from goods or service companies. For more information about this registry, you can visit the PROFECO website or contact the agency directly.

9 MODIFICATIONS TO THIS PRIVACY NOTICE.

The data controller reserves the right to make modifications or updates to this Privacy Notice at any time, in response to legislative changes or internal policies.

However, the commitment to keep you informed about any changes to this Privacy Notice remains; if this occurs, the updated notice will be published on the website itself.

10 ACCEPTANCE AND ADDITIONAL INFORMATION.

By accepting this Privacy Notice, you, the data subject, give your consent for your personal, financial, and/or asset-related data to be processed in accordance with the terms set forth in this document.

If you believe that your right to the protection of your personal data has been violated by any action or omission on our part, or you suspect any breach of the provisions established in the applicable laws, you may file a complaint or report with the relevant authorities. For more information, we suggest visiting the following official websites as appropriate.

<https://portal-transparencia.buengobierno.gob.mx/proteccion-de-datos-personales/>