

**PRIVACY NOTICE**  
**CINÉTICA DIGITAL MEDIA STUDIO, S.A. DE C.V.**

**Cinéctica Digital Media Studio, S.A. de C.V.** (hereinafter, the "Responsible"), is a commercial company, of Mexican nationality, duly constituted in accordance with the laws of the United Mexican States, with address at Gutenberg number 51, Verónica Anzúres, Miguel Hidalgo, Zip Code 11300, Mexico City.

The Responsible provides its clients with various advisory services and assistance in the development and creation of virtual production, specialized in motion capture, 3D avatars and creation of 3D worlds (hereinafter, the "Services").

Based on articles 15, 16, 17 and other correlative and applicable articles of the Federal Law on Protection of Personal Data Held by Private Parties (hereinafter, the "Law"), the Responsible makes available to its customers and/or users (hereinafter, the "Owner") this privacy notice (hereinafter, the "Privacy Notice"), in their capacity as holders of the personal data that may be collected by the Responsible in the provision of the Services, which will be treated confidentially and securely (hereinafter, the "Personal Data").

It is important that the Owner reads this Privacy Notice to understand the considerations and policies of the Responsible in relation to their Personal Data, as well as the treatment that will be given to them.

The Responsible may collect the Personal Data of the Holder, indicating, among others, those related to their personal identification, contact information, labor data, as well as financial information.

The express consent of the Owner is necessary for the processing of Personal Data which may be collected indirectly through third parties and/or public access sources permitted by Law, when required.

**I. Personal Data of the Owner**

In order for the Responsible Party to carry out the purposes described in this Privacy Notice, it will request and use the following Personal Data, when required:

- **Identification data:** Information concerning a natural person which allows differentiating it from others in a community, such as: name, marital status, autograph and electronic signature, Federal Taxpayers Code (RFC), Population Registry Code (CURP), place and date of birth, nationality, photograph, age, among others.
- **Contact data:** Information that allows to maintain or contact the Owner, whose data may be, but not limited to: address, email, landline, cell phone, and others.
- **Labor data:** Information concerning a natural person related to their employment, position or commission, work performance and professional experience, generated from recruitment,

selection, hiring, appointment, evaluation and training processes, such as: position, work address, institutional email, institutional telephone, labor references, date of entry and exit from employment, among others.

- **Academic data:** Information concerning a natural person that describes their preparation, aptitudes, development and professional or technical orientation endorsed by educational institutions, such as: educational trajectory, titles, professional license, certificates, recognitions, among others.

## II. Purpose of the processing of Personal Data

In terms of those established by the Law, as well as by the Regulation of the Federal Law on Protection of Personal Data Held by Private Parties (hereinafter, the "Regulation"), the Personal Data that the Holder provides to the Responsible, will be used for the following purposes:

- a) For the creation, integration, study, analysis, verification and updating of your file, for specialized virtual development.
- b) To prepare statistics and reports relating to the Services provided by the Responsible.

Additionally, the Responsible will use the Personal Data of the Owner for the purposes set out below, although these are not necessary for the provision of the Services, but they do allow the Responsible to provide the Owner with better attention, pointing out among others, the following:

- a) To send information related to the new services offered due to the virtual developments implemented by the Responsible.
- b) To send opinion articles and best practices related to innovations in advertising and virtual developments implemented by the Responsible.

It is important to note that, if the Owner does not want his or her Personal Data to be processed for the additional purposes described in the previous paragraph, the Responsible, in no case may deny any of its products and / or the provision of the Services which the Owner may request.

## III. ARCO Rights of the Holder

In terms of the provisions of articles 22, 23, 24, 25, 28 and 29 of the Law, the Owner has the right to access, rectify or cancel or oppose the publication or use of their Personal Data at any time, as follows:

- **Access:** Know which Personal Data is in the hands of the Responsible, what it will be used for, and the use given to it.
- **Rectification:** Request the correction of Personal Data in case they are outdated, inaccurate or incomplete.

- **Cancellation: Request the** elimination of the Personal Data from the records or databases of the Responsible, when considered that they are not being used properly.
- **Opposition:** Oppose the use of the Personal Data for a specific purpose.

In this sense, the Owner can carry out the process of access, rectification and / or cancellation of his or her Personal Data, as well as the opposition to the processing thereof or, if appropriate, the revocation of the consent that for this purpose he or she has granted to the Responsible, the latter must send a request to the following email address [admin@cinetica.studio](mailto:admin@cinetica.studio), which must contain the full name, email address and other contact information of the Owner, in addition to indicating clearly and precisely the right desired to be exercised and under which terms it is wished to do so.

In this case, the Responsible will answer to the Owner to the email address indicated by him in the previous paragraph within a period of fifteen working days after the date on which the Responsible has received said request from the Holder.

#### **IV. Means to limit the use and disclosure of Personal Data**

The Personal Data of the Owner will be kept in strict confidentiality, in accordance to the security, administrative, technical and physical measures that the Responsible Party implements for this purpose in its security policies and procedures, being prohibited its illicit disclosure and limiting its use for third parties, in accordance with the provisions of this Privacy Notice.

#### **V. Changes to this Privacy Notice**

This Privacy Notice may undergo modifications, changes and/or updates derived from new legal or regulatory requirements, privacy practices, changes in the business model, as well as the Responsible's own commercial needs, derived from the products and/or Services offered and provided.

The modifications, changes and/or updates suffered by this Privacy Notice, may be viewed by the Owner through the website of the Responsible, which can be found in the following link [admin@cinetica.studio](mailto:admin@cinetica.studio).

The Responsible will not limit the rights of the Owner in accordance with this Privacy Notice without the express consent of the same.

This Privacy Notice will be enforced from the date of its publication on the Internet page and/or the means designated for this purpose by the Responsible.

By accepting and making use of the products and/or Services offered by the Responsible, it is understood that the Owner has read this Privacy Notice and agrees to the scope and content within.