

## PRIVACY NOTICE MODELOS, IMAGEN & EDECANES

### **Responsible for the Protection of your personal data.**

**inStyle Modelos, Imagen & Edecanes.** With address at Calle Montes Urales 755, Floor 5, Office 5389, Lomas of Chapultepec IV Section, Miguel Hidalgo, C.P. 11000, Mexico City, CDMX., telephone: 55 9222 7939, email: contacto@agenciainstyle.com, website: www.agenciainstyle.com, is responsible for the treatment of your personal information.

### **For what purposes do we collect and use your personal data?**

To verify, in the respective application, if it meets the requirements or characteristics necessary to enter to this agency as a model, to carry out all the necessary internal steps and procedures in case of specify any type of legal or business relationship, to register as a model, to represent you before those interested in establishing a contractual relationship, to promote your image, to locate it in case a client is interested in hiring it, for purposes of tax returns and for payment purposes.

### **What personal data do we obtain and from where?**

For the purposes indicated in this privacy notice, we may collect your data in different ways: when you provide them directly to us and when you visit our website.

### **Personal data that we collect directly:**

We collect your personal data directly when you provide it to us by various means when making your application for admission via mail or when it is constituted in our offices to fill out the application and sign the necessary documents for admission. The data that we obtain by this means, they can be, among others: name, address, telephone, email, nationality, copy of the federal registry of taxpayers (RFC), copy of official identification (INE, passport, migratory form, etc.).

Personal data that we collect when you visit our website [www.agenciainstyle.com](http://www.agenciainstyle.com) or use our online services:

We collect your personal data when you visit our website when you collect it yourself provides when filling out the application that appears in the "Become a Model" section in which we obtain Your Name, Surname, Place of Residence, contact telephone number, email, gender, age and data sensitive listed below.

### **Sensitive personal data.**

We inform you that to fulfill the purposes set forth in this privacy notice, they will be collected and processed sensitive personal data such as those that refer to: height, weight, body measurements, eye color, hair color, shoe size, headshots, profile and whole body.

We promise that they will be treated under the strictest security measures that guarantee their confidentiality.

### **How to access or rectify your personal data or cancel or oppose its use?**

### **Means to exercise ARCO rights.**

You have the right to access your personal data in our possession and to know the details of the treatment of the same, as well as to rectify them in case of being inaccurate or incomplete, cancel them when you consider that they are not required for any of the purposes indicated in this notice of privacy, are being used for non-consensual purposes or the relationship has ended contractual or service, or oppose the treatment of the same for specific purposes.

To exercise your ARCO Rights, you must appear in person or through your legal representative at the aforementioned Contact Address from Monday to Friday during business hours 12:00 to 18:00 hrs and deliver a letter to the Responsible, with attention to the Designee of the Treatment of Personal Data, accompanied by the following information and documentation:

- a. Your name, address, telephone and/or email and/or any other means of contact to be able to communicate the response to the ARCO Request;
- b. A copy of the document that proves your identity (copy of Voter ID, passport, card, professional license or any other official identification) or, where appropriate, the document that accredits the legal representation, whose original must be presented in order to receive the response of the Responsible;
- c. A clear and precise description of the personal data with respect to which you seek to exercise any of the ARCO Rights;
- d. Any document or information that facilitates the location of your personal data, and; and. In case of requesting a rectification of your personal data, you must also indicate the modifications to be made and provide the documentation that supports your request.

The Designee of the Processing of Personal Data will respond to your ARCO Request and the reasons for your request decision in writing or through the email provided within a maximum period of 20 business days counted from the day your ARCO Request was received. In case the request ARCO is answered affirmatively or appropriately, the requested changes will be made within a maximum of 15 business days. The Controller may notify you within the periods referred to in this paragraph the extension of the same, only once, for a period equal to the original.

The obligation of access to information will be deemed fulfilled when the data are made available to you. personal data by issuing simple copies.

The Responsible may deny access to personal data, or to make the rectification or cancellation or grant the opposition to the treatment of the same, when the assumptions indicated in Article 34 of the Federal Law on Protection of Personal Data Held by Private Parties, by which must inform you of the reason for such decision within the indicated periods.

The Refusal may be partial, in which case the Responsible will make the access, rectification, cancellation or opposition in the appropriate part.

The exercise of the ARCO Rights will be free, but if you repeat your request in a shorter period to twelve months, the costs will be three days of the General Minimum Wage in force in Mexico City, at unless there are substantial modifications to the Privacy Notice, which motivate new Requests ARCO. You must cover the justified shipping costs or the cost of reproduction in copies or other formats and, if applicable, the cost of document certification.

#### **How can you limit the use and disclosure and/or revoke your consent for the treatment of your data?.**

At any time, you may limit the use and disclosure of your personal data and/or revoke the consent that you have given us for the treatment of the same, so that we stop doing use of them. For this purpose, it is necessary that you submit your request in writing, complying with the same requirements and the same procedure indicated to exercise ARCO rights.

#### **Transfer of Personal Data.**

Your personal data may be transferred and processed by persons other than inStyle Modelos, Imagen & Edecanes. In that sense, your information can be shared with "clients" or "potential clients" only for purposes of promoting

it as a model, carry out the necessary actions to establish the business relationship between you and the customer and for locating purposes.

Only the personal information necessary for the purpose described above is provided to these companies, requiring them to maintain confidentiality during their treatment and refrain from misuse through obligations and penalties in the respective contracts.

In the event that you provide, on your own initiative, additional information to said "clients" directly, they will use this information in accordance with their own privacy policies.

By virtue of the fact that we transfer sensitive personal data, we require your express consent, in accordance with the provisions of article 9 of the aforementioned law, for which we request that you indicate if you accept this transfer.

#### **Security measures.**

inStyle Modelos, Imagen & Edecanes has adopted and maintains security, administrative, technical and physical, necessary and within your reach to protect personal data against damage, loss, alteration, destruction or unauthorized use, access or treatment.

#### **RIGHTS REGARDING YOUR PERSONAL DATA**

As the owner of personal data, you can exercise before the Agency Personal Data Manager inStyle Modelos, Imagen & Edecanes, the rights of **access, rectification, cancellation and opposition** (rights "ARCO"). Likewise, you can revoke, at any time, the consent you have granted and that was necessary for the treatment of your data, as well as limiting the use or disclosure of the same.

The foregoing, by sending your request in the terms established by the Law to the email: [contacto@agenciainstyle.com](mailto:contacto@agenciainstyle.com) or to the address specified in the first paragraph of the Present.

For your easy reference, ARCO rights are briefly described:

**Access.** - to be informed which of your personal data is contained in the databases inStyle Modelos, Imagen & Edecanes, what such personal data is used for, the origin and the communications that have been carried out with them and, in general, the conditions and generalities of the treatment.

**Rectification.** - that your personal data be corrected or updated in case they are inaccurate or incomplete.

**Cancellation.** - that your personal data be removed, totally or partially, from the databases of inStyle Modelos, Imagen & Edecanes when you consider that they are not being treated in accordance with the principles and duties established by law.

**Opposition.** - oppose the processing of your personal data for legitimate reasons.

If you want to know the requirements and procedures for the exercise of ARCO rights, we ask you to contact the Responsible for Personal Data of inStyle Modelos, Imagen & Edecanes.

#### **Use of Cookies and Web Beacons.**

inStyle Modelos, Imagen & Edecanes reserves the right to carry out at any time modifications or updates to this privacy notice, for the attention of news legislative, internal policies or new requirements for the provision or offering of our services or products.

These modifications will be available to the public through the following means: visible announcements in our establishment's triptychs or brochures available in our establishments or we will send the last email you provided us.

Cookies are text files that are automatically downloaded and stored on your hard drive of the user's computer equipment when browsing a specific internet page, which allow remind the internet server of some data about this user, including his preferences for display of the pages on that server, name and password.

On the other hand, web beacons are images inserted in a web page or email, that can be used to monitor the behavior of a visitor, such as storing information about the user's IP address, duration of interaction time on said page and the the type of browser used, among others.

We inform you that we use cookies and web beacons to obtain personal information, such as the Next:

- Type of browser and operating system.
- The web pages you visit.
- The links you follow.
- The IP address
- The site you visited before entering ours

These cookies and other technologies can be disabled. The user can configure his browser to reject our "cookies" as well as those of any other website.

**To whom can you submit your complaints and claims for the improper treatment of your data personal?**

If you consider that your right to protection of personal data has been damaged by any conduct of our employees or our actions or responses, presumes that in the processing of your personal data there is any violation of the provisions set forth in the Law Federal Protection of Personal Data Held by Private Parties, may file a complaint or corresponding complaint before the IFAI, for more information visit [www.ifai.org.mx](http://www.ifai.org.mx).