

## PRIVACY POLICY

Identity and address of the responsible. The personal data you provide will be treated by ACERTA GEASA MEXICO S.A. de C. V. , GEASA CONSTRUCCIÓN S. DE R.L. de C. V. , and GEASA ARQUITECTURA DE INTERIOR S. DE R. L. de C. V. , with its registered in Boulevard Manuel Avila Camacho 170, Floor 1 Col. Reforma Social, Del. Miguel Hidalgo, C. P. 11650 Distrito Federal (hereinafter "ACERTA").

### DEFINITIONS:

- Personal data.- Any information relating to an identified or identifiable natural person.
- Holder.- The physical person (owner) to anyone who identifies or correspond the personal data.
- Responsible.- physical or moral person of a private nature that decides on the processing of personal data.
- Treatment.- obtaining, use (which includes access, management, use, transfer or disposal of personal data), disclosure or storage of personal data by any means.
- Transfer.- All data communication made to a person other than the responsible or the person in charge of the treatment.
- Rights ARC.- Rights of access, rectification, cancellation and opposition.
- Tacit consent.- It is understood that the holder has consented to the processing of the data, when having been placed at his disposal the Privacy Notice, does not express his opposition.

FORMS TO REQUEST YOUR PERSONAL DATA.- For the activities outlined in this privacy notice, we may collect your personal data in different ways, when you give us the provides directly either on site or telephone, when you visit our Web site, social networking, or simply when you provide us with information to be contacted via google adwords.

### PERSONAL DATA THAT IS COLLECTED DIRECTLY:

- Email address
- Full Name
- Phone number
- Address
- RFC
- Financial data - In the event of materialize the closure of a Project

### PERSONAL DATA THAT WE COLLECT WHEN YOU VISIT OUR WEB SITE OR USE OUR ON-LINE SERVICES:

- Full Name
- Email address
- Website
- Phone number
- Responsible for the information, considered as sensitive as the Federal Law on the Protection of Personal Data in the possession of individuals, relating to their assets and income.

LIMITATION OR DISCLOSURE OF YOUR PERSONAL DATA.- The most important objective "ACERTA" to collect personal data is to understand and give you a more satisfying experience purchasing our services, already know that the more our visitors we can provide quality products to meet your needs, as well as content and advertising more suitable.

"ACERTA" may carry out advertising through announcements or promotional email messages from email and phone calls, which will only be sent to you and to those registered contacts for this purpose, this indication may be modified by the user any time. In the emails sent, can be included occasionally offers of third parties who are business partners of "wise"

### PROCEDURE TO ENFORCE THE RIGHTS ARCO

You have the right to access your personal data we possess and the details of their treatment and to correct them if they are incorrect or incomplete ; cancel them if he considers that are not required for any of the purposes specified in this privacy notice, they are being used for purposes not consented or has completed contractual or service , or, oppose the processing of them for specific purposes.

The mechanisms that have been implemented for the exercise of such rights, which are known as Arco same rights that relate to the rectification, cancellation and opposition Holder regard to the processing of personal data

- 1) The procedure begins with the filing of the request to the Arco rights, at the home of our Privacy Office, it was duly noted at the beginning of this privacy notice.
- 2) The application must contain the following information: Name of the holder of personal data, address or any other contact, documents proving their personality and identity, clear and precise description of the personal data, and any other document which facilitates the location data.
- 3) The period to meet your application is 20 working days that it was notified about the receipt of the request referred to above.

TRANSMISSION OF YOUR DATA PERSONALES.- "ACERTA" does not share personal information with third parties unless you have express permission of those who subscribed , or has been required by court order to comply with the procedural provisions . " ACERTA "not sell or rent user information. If the user's personal data should be shared with business partners, the user will be notified before they are picked up or transferred. If you do not wish your data to be shared, you can choose not to use a particular service.

CHANGES TO NOTICE OF PRIVACIDAD.- We reserve the right to make changes at any time or update this privacy notice to the attention of new legislation, internal policies or new requirements for providing or offering our services or products.

So it is obliged to maintain updated this notice for consultation. This in order that "the holder" is in possibility to exercise their rights ARCO and thus keep abreast of any changes. These changes will be available to the public through the following means: in our Internetwww.polarea.com.mx, privacy notice or section will reach the last email that you have provided.

The parties state that this notice will be governed by the applicable legal provisions in the Distrito Federal in particular, by the provisions of the Federal Law on Protection of Personal Data Held by Private Parties. If you wish to stop receiving promotional messages from us you can apply to phone 5533 9517 or visit our website www.grupoacerta.com

If you believe that your right to protection of personal data have been injured by any conduct of our employees or our actions or responses, presumably there is any violation of the provisions of the Federal Law on the Protection of the treatment of personal data Personal data, held by individuals may file a grievance or complaint at the IFAI.