

PRIVACY POLICY

All references to 'our', 'us', 'we' or 'company' within this policy are deemed to refer to Casa Lumbré, S.A.P.I. de C.V. and associates. This policy (together with our terms of use and any other documents referred to on it) sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it. Whilst this policy sets out our general policy on how we collect and use your personal data, in some circumstances we may inform you that different terms apply to the collection and use of your personal data. For the purpose of the Data Protection Act 1998 (the "Act"), the data controllers are Casa Lumbré, S.A.P.I. de C.V., registered in Mexico at Paseo Bosques Tamarindos #90 Torre 2 Piso 5, Col. Bosques de Las Lomas, Cuajimalpa, C.P. 05120, Mexico City.

INFORMATION WE MAY COLLECT FROM YOU

We may collect and process the following data about you: details of your visits to our site including, but not limited to, traffic data, location data, web server logs and other communication data, whether this is required for our own billing purposes or otherwise and the resources that you access. By providing any personal information to us, you fully understand and clearly consent to the transfer of such personal information to, and the collection and processing of such information in, other countries or territories. Any such transfer and processing by us will be in accordance with this privacy policy.

IP ADDRESSES AND COOKIES

We may collect information about your computer, including where available your IP address, operating system and browser type, for system administration and to report aggregate information to our advertisers. This is statistical data about our users' browsing actions and patterns, and does not identify any individual. For the same reason, we may obtain information about your general internet usage by using a cookie file which is stored on the hard drive of your computer. Cookies contain information that is transferred to your computer's hard drive. They help us to improve our site and to deliver a better and more personalized service. They enable us: To estimate our audience size and usage pattern. To recognize you when you return to our site. You may refuse to accept cookies by activating the setting on your browser which allows you to refuse the setting of cookies (visit www.allaboutcookies.org for assistance with adjusting your browser settings). However, if you select this setting you may be unable to access certain parts of our site. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you log on to our site.

WHERE WE STORE YOUR PERSONAL DATA

We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy. All information you provide to us is stored in secure managed servers. Any payment transactions are encrypted using SSL technology, and payment details are not kept following completion of the transaction. Where we have given you (or where you have chosen) a password which enables you to access certain parts of our site, you are responsible for keeping this password confidential. We ask you not to share a password with anyone. Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorized access.

USES MADE OF THE INFORMATION

We use information held about you in the following ways: To ensure that content from our site is presented in the most effective manner for you and for your computer. To provide you with information, products or services that you request from us or which we feel may interest you, where you have consented to be contacted for such purposes. To allow you to participate in interactive features of our site, when you choose to do so. To notify you about changes to our service. We may also use your data, or permit selected third parties we appoint to help us, to contact you with information about goods and services we provide which may be of interest to you if you have consented to us contacting you. Such contact may be by post or email.

DISCLOSURE OF YOUR INFORMATION

We may disclose your personal information to our suppliers, distributors (wholly or partly owned) and other contractors who are engaged by us to assist in the provision of products and services to you, including delivery of products ordered by you and the conduct of market research which you have agreed to participate in. We may disclose your personal information to third parties: In the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets. If we are under a duty to disclose or share your personal data in order to comply with any legal obligation; or to protect the rights, property, our customers, or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.

YOUR RIGHTS

You have the right to ask us not to process your personal data for marketing purposes. We will usually inform you (before collecting your data) if we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes. You can exercise your right to prevent such processing by checking certain boxes on the forms we use to collect your data. You can also exercise the right at any time by contacting us at a.rendon@casalumbre.com. Our site may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

ACCESS TO INFORMATION

The Act gives you the right to access information held about you. Your right of access can be exercised in accordance with the Act. Any access request may be subject to a fee of \$10 USD to meet our costs in providing you with details of the information we hold about you.

CHANGES TO OUR PRIVACY POLICY

Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail.

CONTACT

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to a.rendon@casalumbre.com