

PRIVACY NOTICE: Comprehensive

TO DATA SUBJECTS WHOSE PERSONAL DATA IS HELD BY LA CAZADORA S.A. DE C.V.

LA CAZADORA S.A. DE C.V. (hereinafter simply referred to as LA CAZADORA) with address at Km. 13.5, Mexico-Cuautitlán Highway, Local A, Col. Lechería, Tultitlán, C.P. 54940, State of Mexico, informs you that it is responsible for the privacy and processing of your personal data, including sensitive data, collected from you, in accordance with LA CAZADORA's privacy policy and under the provisions of articles 17 section II of the Federal Law on Personal Data Held by Private Parties and 27 of its Regulations, under the protection of this privacy notice. This privacy notice is of the comprehensive type, as provided for in the articles of Section I, Chapter V, of the Privacy Notice Guidelines, published in the Official Gazette of the Federation on January 17, 2013. "Personal Data" refers to any information concerning an identified or identifiable natural person that is collected by LA CAZADORA for the provision of the services it provides.

Your personal data held by LA CAZADORA and subject to protection are those collected through questionnaires, warranty cards, job interviews, consents given via telephone, written, electronic means, by filling out documents, or through access to websites controlled by LA CAZADORA that are linked to this Privacy Notice. This Privacy Notice applies to personal data collected by LA CAZADORA within the United Mexican States. The use of LA CAZADORA's internet portal is subject to the terms of this Privacy Notice.

Your personal data will be used by LA CAZADORA for the following purposes: (i) compliance with the company's internal policies and procedures, (ii) compliance with applicable legislation and regulations and requirements of the authorities; (iii) personnel administration; (iv) generation of studies, statistics, metrics, programs, reports, and projects; (v) evaluation of service quality; (vi) sending advertising and promotional material; (vii) registration of users, clients, and suppliers; (viii) receipt, documentation, and follow-up of complaints and requests for technical service, as applicable; (ix) registration and activation of warranties, as applicable; (x) registration of access to the company's facilities for security purposes; (xi) compliance with obligations to clients and suppliers; (xii) provision of services and products; and (xiii) informing about changes or new products or services related to those contracted or acquired by the client; (xiv) recruitment and selection of personnel.

The data that LA CAZADORA obtains from you and, therefore, are subject to protection are: (i) full name; (ii) address; (iii) gender; (iv) date of birth; (v) social security number; (vi) unique population registry key; (vii) federal taxpayer registry; (viii) telephone; (ix) email; (x) data related to your bank account(s) for payment purposes in compliance with LA CAZADORA's obligations; (xi) profession and occupation; (xii) professional ID; (xiii) passport number; (xiv) personal information necessary to know your profile through questionnaires, exams, or recruitment or personnel selection interviews.

We inform you that to comply with the purposes set forth in this Privacy Notice, the following sensitive personal data will be collected and processed, as applicable: present and future health status, racial or ethnic origin, genetic information, religious, philosophical, and moral beliefs, union membership, political opinions, or sexual preference. We undertake to ensure that these data are processed under the strictest security measures to guarantee their confidentiality.

In accordance with article 9 of the aforementioned Law, we require your express consent for the processing of your sensitive personal data. By sending sensitive personal data through LA CAZADORA's website or web page, you give your express consent and accept that these data will be processed in accordance with the terms and conditions set forth in this privacy notice.

LA CAZADORA reserves the right to make modifications or updates to this Privacy Notice at any time, to address legislative reforms, internal policies, or new requirements for the provision or offering of our services or products. These modifications will be available to the public through our website, privacy notice section.

A limited number of LA CAZADORA employees, and its affiliates, subsidiaries, or parent company, certain companies with which LA CAZADORA may have joint programs, and third parties contracted by LA CAZADORA to perform activities for LA CAZADORA may access personal information. We train our employees on the importance of privacy and how to handle personal data properly and securely. LA CAZADORA understands that you consent when you sign up for a program conducted jointly with another company that may require access to your personal information. Additionally, it is LA CAZADORA's practice to require its suppliers or contractors to keep your personal information confidential and to use your personal information only to perform functions for LA CAZADORA.

We also inform you that we may use cookies and web beacons to obtain personal information from you, such as your browser type and operating system, the internet pages you visit, the links you follow, the IP address, and the site you visited before entering ours. Cookies are text files that are automatically downloaded and stored on the user's computer's hard drive when browsing a specific internet page, which allow the Internet server to remember some data about this user, including preferences for viewing pages on that server, username, and password. On the other hand, web beacons are images inserted on an internet page or email, which can be used to monitor a visitor's behavior, such as storing information about the user's IP address, duration of interaction time on that page, and the type of browser used, among others.

Your personal data may be transferred and processed within and outside the United Mexican States, by persons other than LA CAZADORA. In this regard, your information may be shared with other companies of LA CAZADORA, affiliates, suppliers, authorities, distributors, collaborators, business partners, or agents to help us provide services or

carry out treatments authorized by law. We undertake not to transfer your personal information to third parties other than those indicated above, without your consent, except for the exceptions provided for in article 37 of the Federal Law on the Protection of Personal Data Held by Private Parties, as well as to make this transfer on the terms established by that law. Except in cases provided for in article 37 of the Law, if you do not express your opposition to your personal data being transferred, it will be understood that you have given your tacit consent to it. The respective opposition must be formulated and processed in accordance with the procedure provided for in this notice.

LA CAZADORA will retain your personal information for as long as necessary to fulfill the purposes of personal data processing, as well as applicable legislation, contracts, policies, and internal procedures of LA CAZADORA.

PROCEDURE TO EXERCISE ARCO RIGHTS

Unless prevented by legislation, contract, or LA CAZADORA's internal policies and procedures, you have the right to (i) access your personal data that we hold and the details of their processing, as well as (ii) rectify them if they are inaccurate or incomplete; (iii) cancel

them when you consider that they are not required for any of the purposes set forth in this Privacy Notice; or when they are being used for purposes not consented to or if the contractual or service relationship has ended, or (iv) object to their processing for specific purposes. To exercise these rights, you must comply with the Procedure for Requesting Rights of LA CAZADORA detailed in this notice.

The mechanism implemented for the exercise of ARCO rights (i.e., access, rectification, cancellation, or opposition, as mentioned) is through the submission of a request addressed to LA CAZADORA's Data Privacy Committee, to the email address: rey.sesma@lacazadora.com.mx, attention of Mr. Rey Sesma Alvarado. In your email request, you must meet all the requirements listed below:

1. Provide the following information:
 1. Name;
 2. Email address;
 3. Contact phone number;
 4. City and State;
 5. Relationship you have had with LA CAZADORA.
 6. Area or person of LA CAZADORA that contacted you;
 7. Means by which LA CAZADORA contacted you; and
 8. Name of the product, service, event, or program for which you were contacted.

2. Attach a copy of the documents proving your identity or, if applicable, the legal representation of the data subject.
3. Provide a clear and precise description of the personal data regarding which you wish to exercise any of your rights.
4. Provide any other element or document that facilitates the location of your personal data.

The deadline to provide a response regarding the determination adopted regarding your ARCO request is twenty (20) business days from the receipt of your duly completed request, for which the Data Privacy Committee of LA CAZADORA will send you an email acknowledging receipt of your request.

The aforementioned period may be extended only once for an equal period, provided that the circumstances of the case justify it.

For further information, please contact LA CAZADORA's Data Privacy Committee at the email address rey.sesma@lacazadora.com.mx or at the phone numbers 59996500, attention of Rey Sesma Alvarado.

If you do not object to the use or processing of your personal data for the purposes stated in this notice, in terms of the procedure described above, it will be understood that you give your express consent for LA CAZADORA to give your personal data the intended treatment.

If you believe that your right to the protection of personal data has been infringed by any conduct of our employees or our actions or responses, or if you consider that in the processing of your personal data there is any violation of the provisions of the Federal Law on the Protection of Personal Data Held by Private Parties, you may file the corresponding complaint or report with the IFAI.

PROCEDURE FOR DENYING USE FOR SECONDARY OR ACCESSORY PURPOSES, REVOKING CONSENT, OR LIMITING THE USE, DISCLOSURE, OR TRANSFER OF YOUR PERSONAL DATA.

You have the right to refuse to give your consent for the processing of your personal data for secondary or accessory purposes, understanding them as those that are not directly and necessarily related to the main activity object of the contractual relationship established between you and LA CAZADORA, by sending a request addressed to LA CAZADORA's Data Privacy Committee, to the email address rey.sesma@lacazadora.com.mx, attention of Mr. Rey Sesma Alvarado, within five business days following the provision of your personal data to us. In your email request, you must meet all the requirements listed below:

1. Provide the following information:

1. Name;
2. Email address;
3. Contact phone number;
4. City and State;
5. Relationship you have had with LA CAZADORA.
6. Area or person of LA CAZADORA that contacted you;
7. Means by which LA CAZADORA contacted you; and
8. Name of the product, service, event, or program for which you were contacted.

2. Attach a copy of the documents proving your identity or, if applicable, the legal representation of the data subject.

3. Provide a clear and precise description of the personal data for which you wish to express your refusal to use, as well as the secondary or accessory purpose(s) for which you do not want your personal data to be used, or alternatively, list the specific and limited use you intend your data to have.

4. Provide any other element or document that facilitates the location of your personal data.

The deadline to provide a response regarding the determination adopted regarding your refusal request is ten business days from the receipt of your duly completed request, for which the Data Privacy Committee of LA CAZADORA will send you an email acknowledging receipt of your request.

The aforementioned period may be extended only once for an equal period, provided that the circumstances of the case justify it.

For further information, please contact LA CAZADORA's Data Privacy Committee at the email address rey.sesma@lacazadora.com.mx or at the phone numbers 59996500, attention of Rey Sesma Alvarado.

Likewise, you may at any time revoke the consent given for LA CAZADORA to process your personal data, or limit its use or disclosure, by following the aforementioned procedure. This procedure will also apply in case you intend to express your refusal to the transfer of your personal data within and outside the national territory, in terms of this notice.

If you believe that your right to the protection of personal data has been infringed by any conduct of our employees or our actions or responses, or if you consider that in the processing of your personal data there is any violation of the provisions of the Federal Law on the Protection of Personal Data Held by Private Parties, you may file the corresponding complaint or report with the IFAI.

Sincerely,
LA CAZADORA S.A. DE C.V.