

Privacy Policy

This Privacy Policy establishes the regulations for use and protection for users of this website (the "hrhguadalajara.com"). This Website promotes HARD ROCK HOTEL GUADALAJARA, owned by the company ADMINISTRADORA DE HOTELES DE MEXICO IG, S.A. DE C.V., which can be contacted at the address located Av. Ignacio L. Vallarta 5145, Camino Real, 45040 Zapopan, Jal., with the telephone [521\(33\)3333-3000](tel:521(33)3333-3000), marketing@hrhguadalajara.com

This Privacy Notice establishes the reasons for obtaining the personal data of the users and the purpose of obtaining it. The use of your personal data is subject to the Federal Law on Protection of Personal Data in Possession of Private Parties, its regulations and the regulations of the Privacy Notice Guidelines.

RESPONSIBLE

The person responsible for the treatment of your Personal Data is HARD ROCK HOTEL GUADALAJARA / ADMINISTRADORA DE HOTELES DE MEXICO IG, S.A. DE C.V., with address indicated in previous paragraphs.

DATA COLLECTED

Personal data will be obtained with the user's full consent, personally, by electronic means, by telephone, by fax, by e-mail or by any other means permitted by the aforementioned law. The data that the user provides us are: full name with their respective surnames, personal address, personal telephone number, personal email, a copy of their official identification, a unique key to the population register, nationality, federal taxpayer registration, account number and credit or debit card number. No sensitive personal data are requested that reveal aspects that may give rise to discrimination, such as race or ethnicity, health status, genetic information, religious, philosophical and moral beliefs, union affiliation, political opinions or sexual preference.

We will share your personal data with Hard Rock Café International (USA) Inc., and its affiliates ("Hard Rock") in order to for them to manage your booking, process special requests, administer their loyalty programs and for other purposes such as, but not limited to, marketing, analysis and reporting purposes as further set out in their privacy policy at <https://www.hardrockhotels.com/privacy>. If you have any queries about Hard Rock's use of your information or you would like to make a subject access request or exercise any of your privacy rights in respect of their use of your information, please contact them directly at dataprotection@hardrock.com or completing this [form](#). Any sharing of your information with Hard Rock will be

governed by an appropriate contractual arrangement that ensure the privacy rights of individuals. In particular Hard Rock complies with the EU/US Privacy Shield Framework as set forth by the US Department of Commerce regarding the collection, use and retention of personal data from the EU (and the UK). Hard Rock have certified that they adhere to the Privacy Shield Principles of Notice, Choice, Accountability for Onward Transfer, Security, Data Integrity and Purpose Limitation, Access and Recourse, Enforcement and Liability."

PURPOSE

At the moment that the user gives us their personal data, it will have as a purpose: Identify him as a client and provide the service he needs; Evaluate and improve the way we provide our services; Charge the fees established for the services we provide to our clients; The images and sounds captured by the video surveillance cameras will be used for your safety and that of the people who visit us; If contacted to offer exclusive promotions of the Vacation Club affiliated with the company. Analog purposes, related, and compatible with the previous ones, according to the law.

The user will have a period of five (5) days to express their refusal to process their personal data for purposes that are not necessary, nor gave rise to the legal relationship with HARD ROCK HOTEL GUADALAJARA / ADMINISTRADORA DE HOTELES DE MEXICO IG, S.A. DE C.V.

DATA TRANSFER

The personal data obtained will not be subject to transfer, except for the express granting of consent. Notwithstanding the foregoing, we may transfer your data, even without your consent, in the cases provided by the aforementioned standards.

ARCO RIGHTS

Users have the right to request access, rectification, cancellation and opposition to the processing of their personal data. In addition, you have the right to request the revocation of the consent granted and the limitation of the use of personal data. To exercise your rights, you must send an email to the Av. Ignacio L. Vallarta 5145, Camino Real, 45040 Zapopan, Jal for us to send you an application form, which you must complete and send us by that same electronic means. You can also carry out this procedure personally in our offices. For security and in accordance with the Law, it is mandatory that every request be accompanied by the information that allows us to make sure of the identity of the applicant, and, if applicable, of his legal

representative. Consequently, your request must be accompanied by the following documentation:

Application form duly completed and signed; Simple copy of the holder's identification; If acting through a legal representative, a simple copy of the public deed stating the power of the legal representative and a simple copy of the identification thereof; Address, telephone, and email; Acceptance or refusal to be notified via email; Clear and precise description of the Personal Data with respect to which you wish to exercise your ARCO Rights; Where appropriate, indicate specifically what data should be corrected and how it should be read correctly; In your case, express statement to revoke the consent to the processing of your Personal Data; Any other information that allows us to identify your Personal Data.

It should be specified that the applications will be archived. In case the request submitted by a user is incomplete, you have the right to request the missing information.

The user undertakes to guarantee that the personal data provided are complete and existing. Failure to comply with the accuracy of the information, the user who requests is responsible for any damage caused by falsehood or impersonation. Applications will be managed based on the provisions of the aforementioned standards. There will be a deadline to grant a response to the request of 20 business days from the receipt of the request. The aforementioned period may be extended for another 20 business days, provided it is justified and the requesting user is notified. The user may request their personal data, which will be provided electronically. If requested expressly will be sent to your home.

CONSENT

The user has the right to revoke their consent to the processing of their Personal Data. The procedure, requirements, and contact information to revoke your consent will be the same as the procedure previously established to exercise your ARCO Rights.

If you do not express your opposition in the terms indicated in this Notice, it will be understood that you have given your consent to do so. This privacy notice may have updating modifications, in accordance with the law.

DIGITAL MEDIA

We inform you that we do not collect Personal Data through our website. When you visit our offices, you are video-recorded by our security cameras.

UPDATE OF NOTICE

HARD ROCK HOTEL GUADALAJARA / ADMINISTRADORA DE HOTELES DE MEXICO IG, S.A. DE C.V. reserves the right to make any modification to the information found on this Website in accordance with the Law, therefore the user is recommended to periodically review the information on the Website. If you have any doubts about this Notice, the treatment of your personal data or your rights, please do not hesitate to contact our personal data protection manager by calling [521 \(33\) 3333-3000](tel:5213333333333) or by sending an email to the address marketing@hrhguadalajara.com