

PRIVACY NOTICE

In compliance with the Ley Federal de Protección de Datos Personales en Posesión de los Particulares (Federal Law for the Protection of Personal Data in Possession of Private Companies or Individuals) (the "Law") we hereby inform you of the terms and conditions of the Privacy Notice of Urrea Dando Vida al Agua, S.A. de C.V., ("URREA") located at Av. Dr. Roberto Michel No 825, colonia San Carlos, C.P. 44460, El Salto, Jalisco, México.

Personal Data, as defined in the Law, which you freely and voluntarily provide to URREA directly by different means: interviews, papers, telephone and/or electronic media, as well as information we collect when you visit our websites and information obtained from legally-available public sources or by any other mean, which may include but is not limited to: name, address, electronic mail address, telephone numbers, birth date, nationality, birthplace; and in the event of the hiring of personnel, it may also include, personal interests, education and professional experience, information about dependents, a photograph, and even sensitive personal data, for which express written consent will be previously obtained.

URREA may use Personal Data for identification, promotion, sales, advertising, statistical and internal analysis purposes, provision of commercial services, management and work activities, recruitment and personnel selection purposes, communication purposes, products and/or services promotion, or any other similar activity in accordance with its corporate purpose

URREA may hire one or more third parties as service providers to manage the personal data collected through any media by URREA, and may transfer such information to a third party (s) for non-commercial purposes, but according to the hired services, and such third parties shall manage all personal data in accordance with this privacy notice. To such end, by providing your personal data you agree that URREA may make such transfer solely for the purpose stated in this paragraph.

We may share information to complement a procedure requested by the holder, to meet the requirements by any authority or to protect and defend the rights of URREA. The foregoing strictly in accordance to the provisions of chapter V, articles 36 and 37, of the Federal Law for the Protection of Personal Data in Possession of Private Companies or Individuals.

URREA has implemented physical, electronic and technical security measures to protect your personal data, which are at least equal to those used to secure and protect its own information.

To exercise your ARCO rights (access, correction, cancellation and objection to the processing of your Personal Data), please send an e-mail to "Personal Data Support Department", which is responsible for the management and administration of Personal Data, at the electronic mail address: datospersonales@urrea.com.mx. Such request must contain at least the following: (a) name and address or other means to answer to your request; (b) Documents evidencing your identity or, where appropriate, that of your legal representative; (c) A clear and accurate description of the personal data relating to your requested exercise of any of the ARCO rights; and (d) any other element that facilitates the localization of personal data.

In terms of the provisions established by the Law, these rights may be exercised as of January 6, 2012.

The laws and regulations of other countries can impose different requirements for the protection of information in general and of all personal data collected via the Internet.

URREA is located in Mexico and all matters related to this website are governed by the laws of Mexico. If you are located in another country other than Mexico and contact us, please take into account that any information you provide to us will be transferred to Mexico, and at such time, you hereby authorize this transfer and accept this Privacy Notice. URREA reserves the right to change this privacy notice at any time, in which case a notice will be posted on this website.

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Published on 02/12/2011