

PRIVACY NOTICE

Casa Tequilera de Arandas S.A de C.V. or its affiliates (hereinafter CTA), located at Carretera Arandas – León K.m. 6.5., C.P. 47180, in the state of Arandas, Jalisco. In strict compliance with the provisions of the Federal Law on Protection of Personal Data Held by Private Parties and its Regulations (hereinafter the Legislation), informs you that it is responsible for the use, processing, and protection of the personal data you provide us and informs you that it may obtain, transfer, store, and generally process your personal data, as follows:

1. Personal Data

1.1. Sources of Personal Data

We may obtain your personal data from the following sources:

- a) Directly from you (e.g., when subscribing to any service offered on our website, mobile applications, events, interactive kiosks, or social media, including but not limited to email lists, interactive services, published material, or requests for additional goods or services).
- b) From your device or browser.
- c) If you contact us, we may keep a record of such communications.

1.2. Data Collected

The data we collect and process are as follows:

- a) Identification data (contact details such as your name, surname, email address, mobile phone, postal code, address, language, and birthday).
- b) Information about the type of browser you use.
- c) Information about the time and duration of your visit to our website.
- d) Your IP address, connection logs (standard web information such as browser type and accessed pages), the information you share when using our Service Center, and any other information you may disclose when contacting us.
- e) Responses provided by you as part of our surveys, contests, games, or other interactive services.
- f) Product orders, event invitations sent, and tickets purchased.
- g) Online behavior information, web, application, email, and social media activity, if we have permission to do so.

CTA DOES NOT collect any financial or credit information from any user or visitor.

2. Purposes

- a) Age verification.
- b) Identifying you during your session on our website.
- c) Identifying the exact location (geolocation) of users using this page.
- d) Sending you messages or advertising about our products or showing you advertisements or promotions for our products.
- e) Contacting you in case you win a promotion or activity with our brand.
- f) Marketing activities, such as conducting service surveys, issuing comments, and inviting you to events organized by CTA.
- g) Responding to your requests, comments, and questions.

- h) Facilitating the use of our website and personalizing your experience on our site and products according to your interests.
- i) Creating anonymous statistics about website activity to measure satisfaction and service quality, allowing improvements and optimization of the site.
- j) Complying with legal obligations.

3. Limitation and Protection of Your Personal Data.

CTA processes personal data in accordance with the principles of legality, consent, information, quality, purpose, loyalty, proportionality, and responsibility as stipulated in the Legislation.

To prevent unauthorized access and disclosure, maintain data accuracy, and ensure proper information use, CTA uses appropriate physical, technological, and administrative procedures to protect the information it collects.

Sensitive personal information provided under the Legislation is stored in controlled databases with limited access.

4. Your Rights

In accordance with applicable data protection laws and regulations, you have the right to request access, rectification, or deletion of your personal data, request restriction of processing, object to such processing, and have the right to data portability to the extent applicable, subject to any compelling legitimate grounds CTA may invoke to retain your personal data.

Any visitor may exercise the rights of access, rectification, cancellation, and opposition provided in the applicable legislation. Exercising any of these rights is not a prerequisite nor does it prevent exercising another. Personal data must be safeguarded in a way that allows these rights to be exercised without delay.

You can request at any time that we stop sending you information about our news and events by using the opt-out link included in every email we send you.

5. Transfer of Personal Data to Third Parties

CTA will refrain from selling, leasing, or renting your personal data to third parties. It only shares personal, sensitive, and/or financial information under the following circumstances:

- a) To comply with local and federal authority obligations and requirements.
- b) With parent companies, subsidiaries, affiliates, or corporate entities related to CTA.
- c) With agencies contracted by CTA to manage content on digital media, websites, and social networks.
- d) To participate in promoting CTA services and products.

In these cases, such entities may not use the information provided by CTA in any manner other than that established in this notice. These data transfers will be carried

out with all appropriate security measures, in accordance with the principles contained in the Legislation.

6. Data Retention

We will retain your personal data while your account remains active or as needed to provide services and offers, and only for as long as necessary in relation to the processing purposes identified in this Privacy Policy. Information we receive about you may be retained for a longer period if subject to a legal obligation, investigation, or to prevent harm.

- a) User data (e.g., contact details) will be retained by CTA for as long as necessary for managing the commercial relationship. However, after the commercial relationship ends, such data may be archived for one (1) year to establish the existence of a contract or a right. After that period, the data will be deleted.
- b) Prospect contact details (e.g., name, address, and email) will be retained for one (1) year after data collection or the last contact received from the prospect. After that period, the data will be deleted.
- c) Personal Data collected and processed in the "Contact Us," "Service Center," and/or similar sections will only be retained for one (1) year. After that period, they will be deleted.
- d) Connection logs collected, with user consent, using cookies, trackers, and other similar tracking technologies implemented on our Site, will be retained in accordance with applicable laws and regulations for no more than two (2) years.

7. Use of Cookies

We inform you that we use cookies and other technologies on this website to monitor your internet behavior, provide better service and user experience while browsing our site, and offer new products based on your preferences.

The personal data we obtain from these tracking technologies include browsing times, time spent on our website, consulted sections, and internet pages accessed prior to ours.

8. Security Breach

If CTA suffers any security breach during any phase of personal data processing, it will immediately and publicly disclose it through digital media and the email provided so that corresponding measures can be taken to safeguard rights.

9. Minors

Our website is exclusively designed for adults. We do not knowingly request information from minors or individuals below the legal drinking age, nor do we market or direct our websites or products to minors or individuals below the legal drinking age.

If we become aware that any visitor is underage or below the legal drinking age and registered without verifiable parental consent, we will delete their personal information from our records.

10. Modifications

We may revise this privacy policy at any time and modify this page. Any changes in processing will take effect within a reasonable period after the modified privacy policy is published, giving you time to consider whether you agree with the changes.