

PRIVACY NOTICE

This Privacy Notice explains in detail our policy regarding the collection, use, disclosure, transmission and dissemination of user data by “**Paace Automechanika LLC**” and “**Messe Frankfurt Inc**”, with address at 3200 Windy Hill Road, Atlanta, GA 30339 for the expo INA Paace Automechanika Mexico City.

Important: This Privacy Notice includes hyperlinks that can be accessed only through our website, so you have to visit the website to see the additional terms that the ones accessed through hyperlinks.

This policy may be modified as we update and expand our services. Check regularly if there is an update to this policy.

You agree that your acceptance of the Terms of Use and the Privacy Notice following your original consent, as well as the use of the website of “**Paace Automechanika LLC**” and “**Messe Frankfurt Inc**” Or the continued use of our service after publishing a change to this policy implies that you accept those changes and agree to respect them.

You can access the latest version of this Privacy Notice by visiting our website and clicking on “**Privacy Notice**” at the bottom of the pages of the website of <https://ina-paace-automechanika-mexico-city.us.messefrankfurt.com/mexico-city/es.html>

To guarantee the correct protection of your personal data and to ensure full compliance with the obligations established by the Federal Law on Protection of Personal Data Held by Private Parties, you are informed that “**Paace Automechanika LLC**” and “**Messe Frankfurt Inc**” have implemented the necessary and sufficient administrative, technical and physical security measures to prevent their damage, loss, alteration, destruction, use, access or improper disclosure.

The Personal Data that they have provided will be kept for a period of 1 year, except the fiscal one that must be considered for 5 years in physical and electronic means, and subsequently discarded to avoid an improper treatment of them.

In no case “**Paace Automechanika LLC**” and “**Messe Frankfurt Inc**” will transfer the personal data of its customers to a third party without the prior consent of the owners.

We may share your personal information with:

- Suppliers and service providers, including our registration service providers, customer service, email service providers, postal mail services, exhibitors.
- All our subsidiaries, "**Paace Automechanika LLC**" and "**Messe Frankfurt Inc**", visit <https://ina-paace-automechanika-mexico-city.us.messefrankfurt.com/mexico-city/en/contact.html>), to help us developing and operating our businesses, systems and applications; payments process, customer support; marketing, promotion and communications.

If you choose to leave our website through links to websites not belonging to our entity, "**Paace Automechanika LLC**" and "**Messe Frankfurt Inc**" or part of our portfolio of suppliers, will not be responsible for the privacy policies of that websites or for the cookies that they may store on the user's computer.

PROCEDURE TO VALUE ARCO RIGHTS

You have the right to access to your personal data and the details of their treatment, as well as to rectify them if they are inaccurate or incomplete; Cancel them when you consider that they are not required for any of the purposes indicated in this privacy notice, are being used for non-consensual purposes or have terminated the contractual or service relationship, or, oppose the treatment of them for specific purposes.

The mechanisms that have been implemented for the exercise of these rights, which are known as "Arco Rights", refer to the rectification, cancellation and opposition of the Holder regarding the processing of his personal data;

1) The procedure begins with the presentation of the respective application to the Arco rights, at the address of our **Privacy Office** with address at 3200 Windy Hill Road, Atlanta, GA 30339 , which was duly indicated at the beginning of this Privacy Notice.

2) Your request must contain the following information:

Name of the personal data's owner. Address or any other means of contact. Documents that prove your personality and identity. The clear and precise description of personal data. Any other document that facilitates the location of the data.

3)The deadline to meet your request is: 15 business days.

If you have any questions please contact:
Bridget Ferris, Messe Frankfurt Inc.

Tel: +1 770 984 8016

Fax: +1 770 984 8023

The latest version of this Privacy Notice will prevail over all previous versions.

Date of last update: Friday, January 28, 2022