

# Notice of Privacy

In compliance with the provisions of the Federal Law on Protection of Personal Data Held by Private Parties (LFPDPPP) [www.Xelbortravel.com](http://www.Xelbortravel.com) makes the following Privacy Notice available to you:

Responsible for the protection and treatment of your Personal Data

Xelbor Travel Tours SA DE CV Av. Tulum Num. 318, Mz 2 Lt 2 Office 104-105 SMZ 9, Cancun Quintana Roo C.P. 77503

**Means of obtaining Personal Data** The personal data that Xelbortravel.com collects from you will be used solely for the purposes described in this privacy notice and may be collected:

- Directly, by entering your data or using the online services at through the page [www.Xelbortravel.com](http://www.Xelbortravel.com) and our mobile application "XELBOR TRAVEL".
- Directly, through our telephone reservation center "call center".
- Directly, through our official social media accounts.
- In a personal way, through our reservations representatives.

**Data collected** The data that Xelbortravel.com collects from you will be the following: Full name with surname, telephone number, email, address and financial data such as: Credit card number, name of the cardholder, date expiration date, security code and any data that is necessary to complete and manage the reservations requested by you. Likewise, Xelbortravel.com in special cases will request to collect your physical image (photography and / or video), for which Xelbortravel.com will enable the appropriate means to obtain the consent of the holders in accordance with the provisions of the LFPDPPP and its regulations .

**Purpose of the Personal Data collected** Your personal data will be collected for the following main purposes that are necessary for the service you request:

- Processing, monitoring, updating, modification, cancellation and confirmation of the services reserved by you with Xelbortravel.com through your means, for financial and credit purposes, to comply with the obligations contracted with you and with our suppliers.
- In the case of reservations that include air transportation, so that the airline can proactively contact the passenger in case of interruption in operations or to provide the client with updated information about their trip. This implies certain advantages for you, such as: 1. Real-time flight updates. 2. Proactive notifications in case of service interruption (cancellations, delays, etc.). 3. Updates related to luggage. 4. Sending information on the change of reservation or boarding pass automatically, for the next available flights. 5. Reduction of waiting time, anxiety and annoyances during service interruptions. 6. A better customer experience.
- Likewise, the data that is collected will be used to contact you to offer you more information for the generation of possible reservations. And in an accessory way, we will use your personal information for the following purposes that are not necessary for the requested service, but that allow us and facilitate better service:
- Evaluate the quality of the service, carry out surveys on travel habits and preferences, to participate in contests and raffles, loyalty programs, implementation and development of advertising campaigns, as well as for the sending of promotions, offers, services and advertising purposes (Only and exclusively for Xelbortravel.com).

The holders can immediately and free of charge at any time request the cancellation of the sending of emails for advertising purposes by [Xelbortravel.com](http://Xelbortravel.com), by clicking on the "Cancel subscription" link.

In case you do not want your personal data to be processed for these additional purposes, you can from this moment submit a letter via email to the address [privacy@Xelbortravel.com](mailto:privacy@Xelbortravel.com). Data transfer, national and international By virtue of the provisions of articles 36 and 37 of the LFPDPPP, your personal data may be transferred and / or shared to: a. Holding companies, subsidiaries or affiliates under the common control of [Xelbortravel.com](http://Xelbortravel.com), or a parent company or any company of the same group of [Xelbortravel.com](http://Xelbortravel.com) that operates under the same internal processes and policies; b. When the transfer is necessary by virtue of a contract entered into or to be entered into in the interest of the owner, the person in charge and a third party; c. When the transfer is necessary for the maintenance or fulfillment of a legal relationship between the controller and the owner, such as Suppliers, Tourist Service Providers, Banking and Credit Institutions, and others. It is important to note that the third parties to whom your personal data are transferred will be bound by the same terms of this Privacy Notice and will comply with the corresponding security and confidentiality measures. In any case, we promise not to transfer your personal information to third parties without your consent, except in the case of the provisions of article 37 of the Federal Law on Protection of Personal Data Held by Private Parties, as well as to carry out this transfer. in the terms established by said Law. Exercise of ARCO Rights Article 28 of the LFPDPPP, grants you four rights to exercise: • The owner has the right to Access their personal data held by the person in charge and to know the Privacy Notice and its purposes. • The owner has the right to rectify their data if it is inaccurate, incorrect or out of date. • The owner has the right to cancel their personal data when they consider that they are not being used for the fulfillment of the purposes established in this Privacy Notice. • The owner has the right to Oppose the processing of their personal data regarding any of the purposes established in this Privacy Notice. Right to revoke your consent for data processing Article 8 of the LFPDPPP provides for the possibility of revoking the consent granted for the processing of your personal data. To revoke it, you may request it using the same mechanism and procedure for the exercise of ARCO Rights provided in this notice. However, [Xelbortravel.com](http://Xelbortravel.com) informs you that keeping your personal data in its database will allow you to better understand your needs based on your history and thus offer you a better service in your future reservations. Mechanisms for the exercise of ARCO Rights and Revocation of consent for the processing of your data To exercise your rights of Access, Rectification, Cancellation and Opposition or your right to revoke consent for the processing of your personal data, you must fill out and send the ARCO RIGHTS EXERCISE FORM, which you can download here, which you must send to [Xelbortravel.com](http://Xelbortravel.com) through the following email: [privacy@Xelbortravel.com](mailto:privacy@Xelbortravel.com), or send the form physically to the following address: \*\*\*\* Fiscal address \*\*\*\*, paying attention to the Department of Protection of Personal Data, or, you can submit your request in writing and in Spanish and complying with the requirements indicated in article 29 of the LFPDPPP regulations. For more information, you can communicate directly to the Data Protection Department [Xelbortravel.com](http://Xelbortravel.com) through the email account indicated above.

For the origin of the exercise of your ARCO Rights, you must prove the ownership of your ARCO rights or the representation regarding the owner through the presentation of a copy of your identification document and the exhibition of the original for collation, or those established instruments in article 89 of the LFPDPPP regulations. "Article 29.- The request for access, rectification, cancellation or opposition must contain and accompany the following: I. The name of the owner and address or other means to communicate the response to your request; II. The documents that prove the identity or, where appropriate, the legal representation of the owner; III. The clear and precise description of the personal data with respect to which one seeks to exercise any of the aforementioned rights, and IV. Any other element or document that facilitates the location of personal data. " Xelbortravel.com will follow up on your request within a period of 20 business days from the receipt of said FORM or request, with the complete documentation, to inform you of its origin. If it is appropriate, Xelbortravel.com will have a maximum period of 15 business days to make its ARCO right effective. Measures to protect your information and to limit the use or disclosure of your personal information Your personal information will be protected under strict confidentiality and to reasonably prevent the use or improper disclosure of it, we have implemented physical, technical and administrative security measures in accordance with the Federal Law on Protection of Personal Data Held by Individuals and other applicable regulations. In particular, we have a privacy policy, staff training courses, restricted access to personal information only to authorized users, privacy officers, an inventory of personal data (duly classified by data category), of the treatment systems, risk analysis and contractual clauses. In order for you to limit the use and disclosure of your personal information, we offer you the option of registering in the Public Registry to avoid Advertising (REPEP), which is in charge of the Federal Consumer Prosecutor's Office (PROFECO), with the purpose that your personal data is not used to receive advertising or promotions from companies of goods or services. For more information on this registry, you can consult the PROFECO Internet portal, or contact it directly. Cookies Xelbortravel.com uses its own and third party cookies to analyze your browsing and offer you a more personalized service according to your interests. If you want to know our Cookies policy, click here (Request link to the web master) Modifications to this privacy notice Xelbortravel.com may make modifications or updates to this Privacy Notice at any time. The modifications or updates that are made, will come into effect at the time they are published on the internet site [www.Xelbortravel.com](http://www.Xelbortravel.com), on its affiliated sites or in any means of communication that you use to publish it, so its continuous review. Express acceptance of the Privacy Notice If you do not expressly oppose this notice and its updates, it is understood that you have given your tacit consent in terms of article 8 of the LFPDPPP. Xelbortravel.com suggests that you read this Privacy Notice, since by providing your data by any means, it constitutes acceptance of this Privacy Notice.