



Privacy Notice

The **BARRIO LATINO** hotel with address located in **PLAYA DEL CARMEN, Q.R.**, in compliance with the provisions of the Federal Law on Protection of Personal Data Held by Private Parties (hereinafter the Law) informs that it is responsible for the processing of personal data of the guests and visitors of the facilities, which are treated confidentially, to guarantee the privacy and the right to informative self-determination of the owners who freely and voluntarily provide personal data. Obtaining, processing, transferring and exercising the rights derived from said personal data is done through an adequate, legitimate and lawful use, safeguarding and attending to the principles of legality, consent, information, quality, purpose, loyalty, proportionality and responsibility. provided for and protected by article 6 of the Law, its Regulations and other applicable laws. The treatment of the personal data of the Holder will be carried out in accordance with the terms established in this privacy notice, so, from this moment it is understood that the Holder grants his consent for said treatment. In **Barrio Latino** the privacy of personal data is protected. It is pointed out that the personal data collected at the time of visiting and/or staying at the hotel facilities: Full name, age, gender, nationality, address, telephone, email, tax data for billing, debit or credit card data with which they make the payment and image obtained through video surveillance cameras. **Barrio Latino** will not collect information considered sensitive to visitors and guests, in accordance with the provisions of the law and its regulations. With respect to the aforementioned personal data, treatment is guaranteed, directly through **Barrio Latino** for the purposes that gave rise to and are necessary for the existence, maintenance and fulfillment of the relationship established with guests.

I. PURPOSES OF THE PROCESSING OF PERSONAL DATA: Barrio Latino

will collect Personal Data, for the purposes referred to below: reception and registration of guests, provision of lodging and restaurant services, making charges to credit or debit cards for services rendered, billing, evaluations and quality surveys for the provision of lodging and food services and access control to our facilities for the implementation and execution of security measures, monitoring, supervision and access control of people and vehicles, as well such as the stay and departure of guests and visitors to our facilities; the above as part of their daily security processes.

In case you want to provide additional information not previously required, **Barrio Latino** will treat your information in terms of the provisions of this Notice and the provisions of the Law, and other applicable provisions. The personal data provided will be treated exclusively for the purposes described in this document.

II. SECURITY – **Barrio Latino** has security, administrative, technical and physical measures to protect the personal data that is provided against damage, loss, alteration, destruction or unauthorized use, access or treatment.

III. TRANSFER - The personal data collected by **Barrio Latino** will not be transferred to third parties, except when necessary in the cases indicated in this Notice and in accordance with the provisions of the Law and its Regulations. **Barrio Latino**, in terms of the provisions of article 37 of the Law, will not require your consent to transfer your personal data to third parties, in the following cases, when the transfer:

1. Is provided for in a Law or Treaty to which Mexico is a party.

2. Is necessary for the prevention or medical diagnosis, the provision of health care, medical treatment or the management of health services.
3. Is necessary by virtue of a contract concluded or to be concluded in the interest of the data owner, by Barrio Latino and a third party.
4. Is necessary or legally required to safeguard a public interest or for the procurement or administration of justice.
5. Is necessary for the recognition, exercise or defense of a right in a judicial process.
6. Is necessary for the maintenance or fulfillment of a legal relationship between **Barrio Latino** and the data owner.

MEANS TO EXERCISE THE RIGHTS OF ACCESS, RECTIFICATION, CANCELLATION OR OPPOSITION (ARC RIGHTS)

– The owner of the personal data or through their legal representative or proxy may revoke the consent they have granted for the processing of their personal data at any time; however, it is important that you bear in mind that the request may not be met in all cases, since it is possible that due to legal obligations we may need to continue processing your personal data. If you wish to limit the use of the processing of your personal data, you can send an email to the address: info@hotelbarriolatino.com, where you will be informed about the origin, as well as the procedures implemented for it.

To revoke consent, you must indicate in writing or to the email address: info@hotelbarriolatino.com precisely the consent you wish to revoke. Any holder, or legal representative, may revoke the consent that has been granted, as well as exercise the rights of access, rectification, cancellation and opposition provided for in the law, being an essential requirement to add to said request (written or electronic) the document that certifies your identity (official identification) or, prove that you legally represent that person. The holders have the right to access their personal data held by **Barrio Latino (Access)**; to rectify them when they are inaccurate or incomplete (**Rectification**); You will have the right to cancel your personal data at any time (**Cancellation**). The cancellation of personal data will give rise to a blocking period after which the data will be deleted; or, oppose the use of your personal data for specific purposes (**Opposition**), in cases where the Law allows it; the exercise of any of the aforementioned rights is not a prerequisite nor does it prevent the exercise of another right.

In the case of requests for rectification of personal data, the owner must indicate the modifications to be made and provide the documentation that supports their request. **Barrio Latino** will respond to the request within the times established in the applicable laws and will be informed in writing and/or through the email provided for such purposes, the consequences that should occur due to the exercise of rights. The delivery of personal data will be free, and the owner must cover only the justified shipping costs or the cost of reproduction in copies or other formats.

To learn about the procedure established by **Barrio Latino** for the revocation of the aforementioned consent and/or regarding **ARCO** rights, you can personally go to the offices, directly to the "**Personal Data Department**", or contact the person in charge via email: info@hotelbarriolatino.com, where you will be informed about the procedure and requirements for the exercise of your rights. Based on article 45 of the Law, if it is considered that you have not received a response from **Barrio Latino** or, the response that was given is not satisfactory, you have the right to go to the **National Institute of Transparency, Access to**



Information and Protection of Personal Data (INAI) to submit a "**Request for Protection of Personal Data**" within 15 (fifteen days) following the date on which the response is communicated to the Owner by **Barrio Latino** or the date on which The term expires for **Barrio Latino** to respond to your request in accordance with the Law and its Regulations, as well as the procedure that has been established for it.

In the case of any change or modification to this Privacy Notice, **Barrio Latino** will communicate it through this same means. More information about the Privacy Policy of **Barrio Latino** via email info@hotelbarriolatino.com, Telephone **(+52)-984-2463371**

Playa del Carmen, Quintana Roo, Mexico - April 5th, 2022