

## PRIVACY NOTICE

These policies apply to the **Turismo Alternativo En Guanajuato** website. It is a general statement of **Turismo Alternativo En Guanajuato** privacy policies and practices that govern the way we collect, maintain and use information about individuals and/or companies.

As explained below, this policy is designed to provide protection tailored to the individual or business visitor or user of the **Turismo Alternativo En Guanajuato website**. Our privacy policy is easy to find as it is at the bottom of our home page and is linked to any part of the site where personal data is requested.

**1. PRIVACY STATEMENT.** The term "personal data" in these policies refers to information such as your name, date of birth, email address, or address for receiving correspondence, among others, that could be used to identify you. **Turismo Alternativo En Guanajuato** and/or any of its affiliated delegations, they will not process your personal data without your prior consent. When processing your personal data, we are committed to fully complying with internationally recognized privacy protection standards [including the requirements of the EU Data Protection Directive and the EU/EU Safe Harbor Agreement]. In doing so, we ensure that our staff meet the highest standards of security and confidentiality. The following sections will tell you how and when we collect personal data from you.

**2. USE OF PERSONAL DATA.** Most of our sections do not require any form of registration, allowing you to visit our site without telling us who you are. However, the booking engine is through a digital platform contracted with a third party called FareHarbord and here they require you to enter personal data. When you start the registration process with us, you will need to fill in certain fields (some are required and some optional). In this situation, if you decide not to provide any of the data that is asked, you may not be able to continue and / or receive an answer to your questions and therefore we will not be able to respond to your request. **Turismo Alternativo En Guanajuato** processes personal data only for specific and limited purposes, of which we inform you at the time of requesting the information; For example, we may collect and use personal data to provide you with more information about our products, travel plans, promotions, etc., to clarify any specific questions about our services, to market products and services that we think may be of interest to you, as well as to communicate with you for other purposes. The information you submit and/or provide is used solely to help us solve your problem, keeping it private for any other purpose. **Turismo Alternativo En Guanajuato** will keep your data only for the time necessary for the above purposes and in accordance with all ethical or legal requirements and guidelines applicable to the dissemination or retention of documentation.

**3. NON-DISSEMINATION OF INFORMATION.** As a rule, Turismo Alternativo En Guanajuato will not sell, share or otherwise distribute your personal data to any third party, however, your personal data may

occasionally be transferred to third parties acting on behalf of **Turismo Alternativo En Guanajuato** or who have any connection with its business (For further processing, according to the original purpose for which the data were obtained). These third parties may operate under different privacy policies, in which case you will be advised of this possibility. However, we strive to ensure that those third parties will provide the same level of data protection that Turismo Alternativo En **Guanajuato** provides (and contractually requires those third parties to process the transferred data only for the purposes expressly authorized by **Turismo Alternativo En Guanajuato**). In cases where the dissemination of personal data to a third party is likely or necessary for any reason, **Turismo Alternativo En Guanajuato** will make every effort to ensure that the dissemination and use of the data is clearly indicated. We will not share with third parties any sensitive data about you (Medical Information, date of birth, etc.) without your prior and explicit consent. You can always revoke your consent. If you revoke consent, **Turismo Alternativo En Guanajuato** may not be able to carry out certain requests from you.

**4. RIGHT OF ACCESS.** You have the right to access and update personal data, as well as request its deletion. We strive to ensure that your personal data is kept up to date, accurate and complete. If you wish to access or correct any of your personal data held by us, please send an e-mail to [contacto@turismoalternativoenguanajuato.com](mailto:contacto@turismoalternativoenguanajuato.com) address and your requests will be dealt with appropriately and expeditiously. There will be no charge for fulfilling your correction request. Requests to delete personal data will be subject to applicable ethical and legal regulations regarding the obligations of **Turismo Alternativo En Guanajuato** to report and retain documentation.

**5. SECURITY AND CONFIDENTIALITY.** To ensure the security and privacy of personal data that **Turismo Alternativo En Guanajuato** collects online, access to personal data is restricted to administrative personnel who have been trained to handle such data properly and to observe strict standards of confidentiality. If any of our staff violates our Privacy Policy, he/she will be disciplined according to his/her fault. Our staff's compliance with our policies is regularly audited and reviewed. Although we cannot guarantee that there will be no loss, misuse, or alteration of the data, we try to prevent such unfortunate events from occurring.

**6. ANONYMOUS DATA AND "COOKIES".** Most of the information that **Turismo Alternativo En Guanajuato** collects from its website is anonymous information, such as the pages you visit and the searches you make on the net. When you visit our website, we record your visit only as a hit and do not collect any personal data from you unless you indicate it. Anonymous information is processed by **Turismo Alternativo En Guanajuato** to help us improve the content of the site and to compile aggregate statistics about individuals who visit our site, for internal market information purposes. **A Turismo Alternativo En Guanajuato** you can install "cookies" that collect the first level name of the user's domain, as well as the

day and time of access. Cookies by themselves cannot be used to discover the identity of the user. A "cookie" is a small piece of information that is sent to your browser and stored on your computer's hard drive. Cookies do not harm your computer. You can configure your browser to inform you when you receive a "cookie", this will allow you to decide if you want to accept it or not. Our website allows access by users who do not accept "cookies".

**7. "SPAMMING."** Turismo Alternativo En Guanajuato does not allow "spamming". Spamming is defined as sending unsolicited electronic messages, usually of a commercial nature, in large numbers and repeatedly to individuals with whom the sender has had no previous contact. In contrast, when Turismo Alternativo En Guanajuato believes that certain information about a product or service related to tourism, or about some other topic, may be of importance to you, it reserves the right to inform you by email, but giving you the opportunity to opt out of receiving this service.

**8. PERSONAL INFORMATION AND CHILDREN.** Turismo Alternativo En Guanajuato will not knowingly collect, use, or disseminate personal data of a minor under 16 years of age without the prior consent of a person with responsibility for the minor (a parent or guardian) through a direct and non-online contact. We will provide the parent with 1) Notification of the specific type of personal data of the child being collected, and 2) The opportunity to object to the further collection, use, or storage of such information. Turismo Alternativo En Guanajuato it adheres to the U.S. Online Protection of Children's Privacy Act and respects similar laws in other countries designed to protect minors.

**9. CONTACT** Turismo Alternativo En Guanajuato if you have any questions about our Privacy Policy, or if you would like to make any recommendations or suggestions to improve the quality of our Privacy Policy, please email them to [contacto@turismoalternativoenguanajuato.com](mailto:contacto@turismoalternativoenguanajuato.com)

This Privacy Policy is effective **as of January 1, 2024**. We constantly try to improve the tools available to you to handle the data you provide to us. Please check this page from time to time to review this and other new topics.

**TERMS OF USE General.** Turismo Alternativo En Guanajuato manages this site in the Mexican Republic (United Mexican States). Turismo Alternativo En Guanajuato makes no representation that the materials, services, or information on this site are appropriate or available outside of the Mexican Republic. If you access this site outside the Mexican Republic, you do so on your own initiative and adhere to the terms of use of this site. If you violate any of the terms, your authorization to use this site automatically terminates and you must immediately destroy any materials you have downloaded in electronic or printed form. Turismo Alternativo En Guanajuato you may revise these terms when so; agree and make any

update of provision that applies. You should visit this page continuously to review the updated terms that are being made of this page because they will be applicable and to which you are subject.

**ATTENTION: Please read these terms carefully** and carefully before using this website, making an online purchase or completing the registration form: **Turismo Alternativo En Guanajuato**, By using the site you indicate that you accept these terms. If you do not agree to these terms, DO NOT USE this site.

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Any information you submit that identifies you for the purpose of receiving products or services will be treated privately. Links to Other Internet Sites. Links on this site that are not part of themselves are

provided solely as a convenience to you. If you use these links, you will be leaving this Site. **Turismo Alternativo En Guanajuato** has not reviewed in its entirety each one of these Sites and does not control and is not responsible for any of these sites or even their content. Thus, **Turismo Alternativo En Guanajuato** for such reasons does not express its representativeness or support about them, or any information, product or service found there or the results that may be obtained from the use of them, if you decide to access any of these other sites. \*

**I HAVE READ AND ACCEPT THE TERMS AND CONDITIONS OF THIS PRIVACY NOTICE**

