

NOTICE OF PRIVACY

The Hotel and Restaurant, better known as La Posada del Rio Sonora, with address at Calle Ignacio Pesqueira 70, Colonia Centro, Banamichi, c.p. 84880, in Sonora, country Mexico, and internet portal www.laposadadelriosonora.com, is responsible for the use and protection of your personal data, and in this regard we inform you the following:

For what purposes we will use your personal data?

- Databases
- Occupational statistics
- Improvements in Satisfaction
- Marketing or advertising
- Commercial prospecting

In the event that you do not want your personal data to be processed for these secondary purposes, from this moment you can notify us of the above through the following mechanism:

In the event that you wish, for any personal reason, not to provide the requested data, you must send an email to: carmen@laposadadelriosonora.com

The refusal to use your personal data for these purposes may not be a reason for us to deny you the services and products you request or contract with us.

What personal data we will use for these purposes?

To carry out the purposes described in this privacy notice, we will use the following personal data:

- Name
- Address
- Cell phone
- Email
- Autograph signature
- If billing is required, it is necessary to obtain the necessary physical or moral tax data

How can you access, rectify or cancel your personal data, or oppose its use?

You have the right to know what personal data we have about you, what we use them for and the conditions of use we give them (Access). Likewise, it is your right to request the correction of your personal information in case it is outdated, inaccurate or incomplete (Rectification); that we remove it from our records or databases when it considers that it is not being used properly (Cancellation); as well as oppose the use of your personal data for specific purposes (Opposition). These rights are known as ARCO rights.

To exercise any of the ARCO rights, you must submit the respective request through the following means:

Email to carmen@laposadadelriosonora.com

To know the procedure and requirements for the exercise of ARCO rights, we put at your disposal the following means:

Office of the person in charge

The contact details of the person or department of personal data, which is in charge of processing the requests for ARCO rights, are the following:

a) Name of the person or department of personal data: Percy Darrin Jones

b) Address: Calle Ignacio Pesqueira 70, Colonia Centro, Banamichi city, Banamichi municipality or delegation, c.p. 84880, in the entity of Sonora, country Mexico

d) Telephone number: 6232310259

You can revoke your consent to the use of your personal data

You can revoke the consent that, if applicable, you have given us for the processing of your personal data. However, it is important that you bear in mind that not in all cases we will be able to attend to your request or terminate the use immediately, since it is possible that due to some legal obligation we may require to continue processing your personal data. Likewise, you must consider that for certain purposes, the revocation of your consent will imply that we cannot continue providing the service you requested, or the termination of your relationship with us.

To revoke your consent, you must submit your request through the following means: Office in charge of personal data

To know the procedure and requirements for the revocation of consent, we put at your disposal the following means:

Office in charge of personal data

How can you limit the use or disclosure of your personal information?

In order for you to limit the use and disclosure of your personal information, we offer you the following means:

Send email to carmen@laposadadelriosonora.com

How can you find out about changes to this privacy notice?

This privacy notice may undergo modifications, changes or updates derived from new legal requirements; of our own needs for the products or services we offer; of our privacy practices; Changes in our business model, or other causes.

We promise to keep you informed about the changes that this privacy notice may undergo, through: Internet page.

The procedure through which notifications about changes or updates to this privacy notice will be carried out is as follows:

Exchange of privacy notice