

DATA PROTECTION NOTICE

Grupo Curua SA de CV (Hotel Arena) with address at Calle Tiburón Ballena S / N, Isla Holbox, Municipio Lázaro Cárdenas, Quintana Roo. C.P. 77310 is responsible for the confidentiality, use, and protection of personal information provided to us. Our Data Protection Manager is the *Systems Department* and is located at the above address, and can be contacted via email at: info@hotelarenaholbox.com

This Data Protection Notice corresponds to the following websites belonging to **Grupo Curua SA de CV (Hotel Arena)**

www.hotelarenaholbox.com

Personal information

For the purposes indicated in this Data Protection Notice, **GRUPO CURUA SA DE CV (Hotel Arena)** may collect your personal information in various ways: when the information is provided directly by you; when you visit our internet sites; when you use the services offered by us online, in the data that you authorize us to take from your social networks (Facebook, twitter, LinkedIn, google, etc.), or by connecting to the Wi-Fi service provided by **GRUPO CURUA SA DE CV (Hotel Arena)**; and when information is obtained through other means than those indicated above and permitted by applicable laws.

The personal data obtained by the aforementioned means are:

Identification data: name(s), surname(s), address, home, cell and / or work telephone number, marital status, signature, email, gender, age, date of birth, username, and password.

Financial Data: name of the cardholder, credit card number, expiration date (in cases of online transactions).

Billing data: name or company name, RFC, tax ID number, fiscal address.

Preference Data: Related to the room, required services, preferences and / or motive for travel.

Purpose and Treatment of Personal Information

Purposes that give rise to the legal relationship and are necessary for the provision of service:

The personal information provided by you will be used by **GRUPO CURUA SA DE CV (Hotel Arena)** to provide the services requested: reservations, purchase of vacation packages, organization of events and social gatherings, purchase of products, and / or tourist services.

GRUPO CURUA SA DE CV (Hotel Arena) retains the right to use the personal information you provide us to offer you a better service and, where appropriate, identify your preferences during your stay in order to make it more pleasant.

Purposes that do not give rise to the legal relationship, or are unconnected to the provision of service:

Information may also be used to offer tourist or commercial promotions and products, notifications of promotions, special services, newsletters, and / or surveys.

Limitation on the Use or Disclosure of Personal Information

At any time you can express your refusal to provide personal information that is not related to the legal relationship, nor necessary for the provision of service. This can be done via email at: info@hotelarenaholbox.com indicating the the email(s) and / or telephone number(s) concerned.

Of the Exercise of the Rights of Access, Rectification, Cancellation and Opposition.

Access, rectification, cancellation or opposition regarding the information you provide to **GRUPO CURUA SA DE CV (Hotel Arena)** as indicated in the Federal Law of Protection of Personal Data in Possession of Private Parties (Ley Federal de Protección de Datos Personales en Posesión de los Particulares), or the revocation of the consent that you have granted to us for the processing of your personal data, may be done by delivering the request in writing to:

Departamento de Sistemas, Av. Paseo Kuka S / N, Isla Holbox, Municipio Lázaro Cárdenas, Quintana Roo. C.P. 77310, or by e-mail to: info@hotelarenaholbox.com from 9 a.m. to 7 p.m. Monday to Friday

Said request must contain at least the following: (a) name of the owner of the personal data; (b) email address to receive notifications; (c) documents proving your identity or, where appropriate, the legal right to represent the owner; (d) clear and precise description of the personal data as to which the right is sought to be exercised, and the right which is to be exercised. (e) any other element or document that facilitates the location of personal data.

Sharing of Data

GRUPO CURUA SA DE CV. (Hotel Arena) only shares personal data in the circumstances established in article 37 of the Federal Law of Protection of Personal Data Held by Private Parties (Ley Federal de Protección de Datos Personales en Posesión de los Particulares).

Changes to this Data Protection Notice

GRUPO CURUA SA DE CV (Hotel Arena) retains the right to at any time update this Data Protection Notice. In the event of substantial changes to this notice, communication will be made through our websites. Therefore, we suggest periodically visiting the online Data Protection Notice to remain informed of any updates.

I acknowledge and accept the terms and conditions established in this Data Protection Notice, and if otherwise, I will notify **GRUPO CURUA SA DE CV. (Hotel Arena)** according to the conditions set forth in this Privacy Notice.

In case of any disagreement or complaint concerned with the processing of your personal data, you can go to the *National Institute of Transparency, Access to Information and Protection of Personal Data*. (Instituto Nacional de Transparencia, Acceso a la Información y Protección de Datos Personales).

Date of last update: January 4, 2019