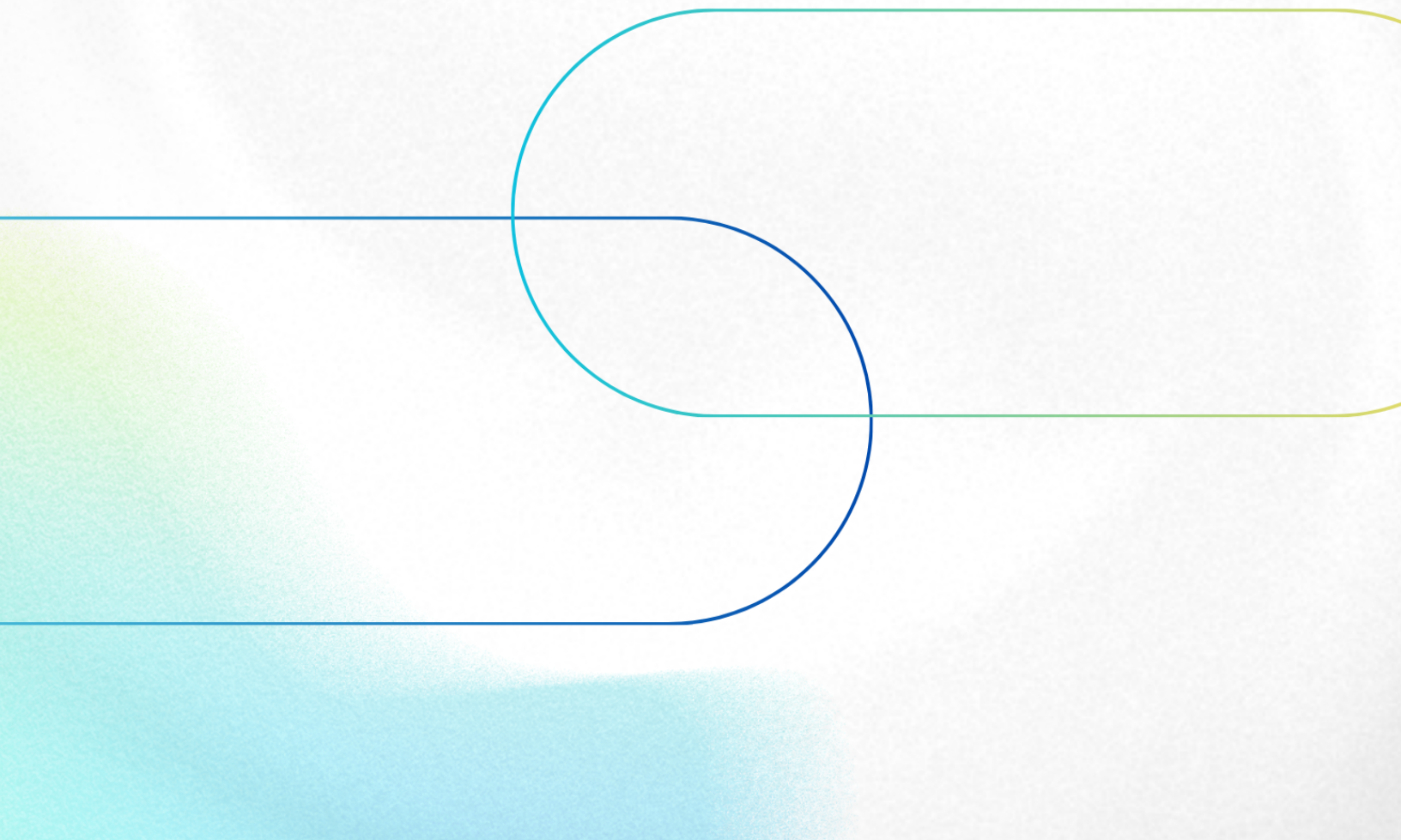


Privacy and Personal Data Protection Notice



Privacy and Personal Data Protection Notice

In accordance with the provisions of the Federal Law on Protection of Personal Data Held by Private Parties, **Playful Interactive Media, S.A. de C.V.** ("Playful" hereinafter) makes the following privacy notice available to you.

Playful is responsible for the use and protection of your personal data. In this regard, and in compliance with the legal obligations established in the Federal Law on Protection of Personal Data Held by Private Parties, this document informs the data owners of the information that is collected from them and the purposes for which said information will be used.

Additionally, we inform you that **Playful's** address is:

Alianza Sur # 303 L217C, Col. Parque de Investigación e Innovación Tecnológica, Apodaca, NL, Cp. 66628.

The personal data we collect from you will be used for the following purposes, which are necessary to finalize our relationship with you as well as to fulfill the services and/or orders you request:

The processes of identification, operation, administration, and for the provision of the services offered, including procedures for hiring personal services or research, studies or surveys, and others in general.

To carry out the purposes described in this privacy notice, personal data as well as sensitive personal data will be requested. In this regard, we commit to you not to use or process your sensitive personal data in any way unless we obtain authorization in which you expressly grant us consent to process sensitive personal data.

On the other hand, we inform you that your personal data will not be shared with any authority, company, organization, or person other than us and will be used exclusively for the purposes indicated.

You have the right at all times to know what personal data we have of you, for what purposes we use it, and the conditions of use we give it (Access). Likewise, you have the



right to request the correction of your personal information in case it is outdated, inaccurate, or incomplete (Rectification). Similarly, you have the right to have your information deleted from our records or databases when you consider that it is not being used properly (Cancellation). You also have the right to object to 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 a written request to the area in charge of processing ARCO rights requests, which are as follows:

- Department: Administration (contacto@playful.mx)
- Address: Alianza Sur # 303 L217C, Col. Parque de Investigación e Innovación Tecnológica, Apodaca, NL, Cp. 66628
- Telephone: (81) 8104 0389

It is worth mentioning that you can revoke your consent for the use of your personal data at any time. Likewise, you should consider that for certain purposes, the revocation of your consent implies that we cannot continue providing the service you requested, or the conclusion of your relationship with us.

To revoke the consent you grant in this act or to limit its disclosure, you must submit a written request to the area in charge of processing these requests, which for these purposes are the same details mentioned above. Similarly, you can request information to find out the procedure and requirements for the revocation of consent, as well as to limit the use and disclosure of your personal information.

In any case, the response to the requests will be provided within a period of 2 weeks.

You can request information on whether the privacy notice has undergone any changes through the following email address: contacto@playful.mx

Last updated:
06/01/2025

