

PRIVACY POLICY

TALENTO HATCHERS, S.A.P.I. DE C.V. (hereinafter the "RESPONSIBLE"), which is located at the address [Ave. Los Angeles Ote. 1323, Col. Garza Cantú, San Nicolas de los Garza, 66480, N.L.]; as well as any of its controlling companies, subsidiaries and affiliates under the common control of the person in charge, will be considered jointly as the "CONTROL GROUP", which operates the website [www.hatchers.mx] (hereinafter the "SERVICE").

This page informs you about our policies regarding the collection, use, and disclosure of personal data when you use our Service and the decisions you make associated with that information.

We use your data to provide and improve the Service. By using the Service, you are accepting the collection and use of information in accordance with this Privacy Policy in compliance with the Federal Law on Protection of Personal Data Held by Private Parties and its Regulations. Except as otherwise defined in this Privacy Policy, the terms used have the same meaning as in our Terms and Conditions.

DEFINITIONS

Personal Data

Personal Data means data about a living individual who can be identified through that data (or through this or other information either in our possession or likely to come into our possession).

Datos Personales

Datos Personales significa datos acerca de un individuo vivo que puede ser identificado a través de esos datos (o a través de esta u otra información ya sea en nuestra posesión o en probabilidad de llegar a nuestra posesión).

Data Usage

Data Usage is data collected automatically whether generated by the use of the Service, by the Service's infrastructure, chats, or any other means (for example, the duration of a page visit).

Cookies

Cookies are small pieces of data stored on a User's device.

Data Controller

Data Controller means the person who (alone or jointly or in common with other persons) determines the purpose for which, and the manner in which, any personal data is, or will be, processed.

For the purpose of this Privacy Policy, we are a Data Controller of your data.

Data Processor (or Service Providers)

Data Processor (or Service Providers) means any person (other than an employee of the Data Controller) who processes data on behalf of the Data Controller.

We may use the services of various Service Providers. In order to process your data more effectively.

Data Subject

Data Subject is any living individual who is the subject of Personal Data

User

The User is the individual using our Service. The User corresponds to the Data Subject, who is the subject of Personal Data.

Information Collection and Use

We collect several different types of information for various purposes in order to provide and improve our Service to you.

TYPES OF DATA COLLECTED

Personal information

While using our Service, we may ask you to provide us with certain personal identifiable information that can be used to contact or identify you (“Personal Data”). Personal identifiable information may include, but is not limited to:

- Email.
- Names and surnames.
- Bank information (for transfers and payments).
- Documentation proving the legal existence of the company.
- Documentation proving the last degree of study.
- Phone number.
- Address, Municipality, State, Postal Code.
- Cookies and Data Usage.

We may use your Personal Data to contact you with news, marketing, or promotional material and other information that may be of interest to you. You can opt out of receiving any or all of these communications from us by following the unsubscribe link or instructions provided in any email we send, or by contacting us.

Data Usage

We may collect information about how the Service is accessed and used (“Data Usage”). This Data Usage may include information such as your computer’s internet protocol address (e.g. IP address), browser type, browser version, the pages of our Service you visit, the time and date of the visit, time spent on pages, unique device identifiers, and other diagnostic data.

Location Data

We may use and store information about your location if you give us permission to do so (“Location Data”). We use this data to provide features of our Service, to improve and personalize our Service.

You can enable or disable our location services when you use our Service at any time through your device settings.

COOKIE DATA TRACKING

We use cookies and similar tracking technologies to monitor activity on our Service and retain certain information.

Cookies are files with a small amount of data that may include an anonymous unique identifier.

Cookies are sent to your browser from a web page and stored in your service. Tracking technologies we use are also beacons, tags, and scripts to collect and track information to improve and analyze our service.

You can instruct your browser to refuse all cookies or to indicate when cookies are being sent. However, if you do not accept cookies, you may not be able to use some portions of our Service.

Examples of Cookies we use:

- Session Cookies. We use Session Cookies to operate our Service.
- Preference Cookies. We use Preference Cookies to remember your preferences and various settings.
- Security Cookies. We use Security Cookies for security purposes.
- Advertising Cookies. Advertising Cookies are used to offer you advertising that may be relevant to you and your interests.

DATA USE

The RESPONSIBLE uses the data collected for various purposes:

- Provide and maintain our Service
- To notify you about changes to our Service
- To allow you to participate in interactive features of our Service when you choose to do so
- Provide customer support

- Gather analysis or valuable information so that we can improve our Service.
- To monitor the use of our Service
- To detect, prevent, and address technical problems
- To provide you with news, special offers, and general information about other goods, services, and events we offer that are similar to those you have already purchased or inquired about. Unless you have opted out of receiving such information.

DATA RETENTION

The RESPONSIBLE, will retain your Personal Data only for as long as it is necessary for the purposes established in this Privacy Policy. We will retain and use your Personal Data to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal policies and agreements.

The RESPONSIBLE will also retain the Data Usage for internal analysis purposes. Data Usage is generally retained for a shorter period of time, except when this data is used to strengthen security or improve the functionality of our Service, or we are legally required to retain this data for longer periods of time.

DATA TRANSFER

Your information, including Personal Data, may be transferred to — and maintained on — computers located outside of your state, province, country or other governmental jurisdiction where data protection laws may differ from those of your jurisdiction.

If you are located outside of Mexico and choose to provide information to us, please note that we transfer the data, including Personal Data, to Mexico and process it there.

Your consent to this Privacy Policy followed by your submission of such information represents your acceptance of such transfer.

In this sense, your information may be transferred or shared with (i) Subsidiary or affiliated entities that are part of the same commercial group to which the RESPONSIBLE belongs (ii) Various professionals, technicians and auxiliaries, as well as other private entities for service reasons in connection with surrogated customer service; (iii) Loyalty program administrators; (iv) Business partners of the RESPONSIBLE in order for them to manage and operate complementary services to the RESPONSIBLE; (v) Companies or third parties that operate jointly with the RESPONSIBLE any product, service or any software or computer infrastructure that serves as a platform for carrying out operations or services; (vi) Third-party providers of services or sellers of products necessary for the operation of the RESPONSIBLE, as well as commission agents who carry out operations or provide services to the RESPONSIBLE that it may carry out in accordance with current legislation and its bylaws, such as, among others, Commission agents, data processors, companies that send marketing material, courier companies, security companies, transport of valuables, advertising agencies, information storage, with the purpose of assisting in carrying out the purposes set forth in this privacy policy; (vii) Professionals, advisers, or external consultants, for the purpose of managing sales operations, services, and other acts that the RESPONSIBLE may carry out in accordance with current legislation and its bylaws, as well as for the defense of their interests upon any legal controversy that arises due to operations and services, such as collection agencies, external auditors, legal, accounting, etc.; and (viii) All those governmental and/or judicial dependencies that by ministry of law request and/or require from the RESPONSIBLE personal data of their clients and/or relatives, necessary for compliance with various laws.

The RESPONSIBLE will take all the measures reasonably necessary to guarantee that your data is treated securely and in accordance with this Privacy Policy and that your Personal Information will not be transferred to an organization or country unless there are adequate controls that include the security of your data and other personal information.

DATA DISCLOSURE

Law Enforcement Disclosure

Under certain circumstances, the RESPONSIBLE may be required to disclose your Personal Data if required by law or in response to valid requests from authorities (for example, a court or a government agency).

Legal Requirements

The RESPONSIBLE, can disclose your Personal Data in good faith and belief that these actions are necessary to:

- To comply with a legal obligation.
- To protect and defend the property rights of the RESPONSIBLE.
- To prevent or investigate potential errors related with the Service
- To protect the personal safety of users of the Service or the public.
- To protect against legal liability.

Data Security

The security of your data is important to us, but please remember that no method of transmission over the Internet or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your Personal Data, we cannot guarantee its absolute security.

YOUR RIGHTS

The RESPONSIBLE, aims to take reasonable measures to allow you to correct, modify, delete, or limit the use of your Personal Data.

Whenever possible, you can update your personal data directly in the settings section of your account. If you are unable to change your Personal Data, please contact us to make the necessary changes.

If you want us to tell you what Personal Data we hold about you and if you want it removed from our systems, please contact us.

In certain circumstances, you have the right to:

- Access and receive a copy of the Personal Data we hold about you.
- Rectify any Personal Data we hold about you which is incorrect.
- Request deletion of the Personal Data we hold about you.

You have the right to access your personal data in our possession and know the details of their treatment, rectify them if they are inaccurate or incomplete, cancel them when you consider that they are not required for any of the purposes indicated in this privacy policy, or oppose their treatment for specific purposes, as stated by law, ("ARCO RIGHTS").

You have the right to data portability for the information you provide to the RESPONSIBLE. You may request to obtain a copy of your Personal Data in a commonly used electronic format so that you can manage and move it.

Please note that we may ask you to verify your identity before responding to such requests.

SERVICE PROVIDERS

We may employ third-party services to facilitate our Service ("Service Providers"), to provide the Service on our behalf, to perform service-related to our Service, or to help us analyze how our Service is used.

These third parties have access to your Personal Data only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.

ANALYSIS

We may use third party service providers to monitor and analyze the use of our service.

Google Analytics

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our Service. This information is shared with other



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Google services. Google may use the data collected to contextualize and personalize the ads of its own advertising network.

You can opt out not to make your activity on the Service available to Google Analytics by installing the Google Analytics opt-out browser add-on. The plugin prevents the Google Analytics JavaScript (ga.js, analytics.js, and dc.js) from sharing information about visit activity with Google Analytics.

For more information about Google's privacy practices, please visit the Google Privacy Terms web page: <http://www.google.com/intl/en/policies/privacy/>

ADVERTISING

We may use third-party service providers to show you advertisements to help support and maintain our Service.

Google AdSense DoubleClick Cookie

Google, as a third-party provider, uses cookies to serve ads on our Service. Google's use of the DoubleClick Cookie allows Google and its partners to serve ads to our users based on their visit to our Service or other websites on the Internet.

You can opt out of the use of the DoubleClick Cookie for interest-based advertising by visiting the Google Ads Settings web page: <http://www.google.com/ads/preferences/>

Remarketing Behavior

The RESPONSIBLE uses Re-marketing services to advertise on third-party websites after visiting our Service. We and our third-party vendors use cookies to inform, optimize, and serve ads based on your previous visits to our Service.

Google AdWords

The Google AdWords Remarketing service is provided by Google Inc.

You can opt out of the use of Google Analytics for Display Advertising and customize Google Display Network ads by visiting the Google Ad Settings webpage: <http://www.google.com/settings/ads>

Google also recommends installing the Google Analytics Opt-out browser add-on <https://tools.google.com/dlpage/gaoptout>. The Google Analytics Opt-out browser add-on provides visitors with the ability to prevent their data from being collected and used by Google Analytics.

For more information about Google's privacy practices, please visit the Google Privacy Terms web page: <http://www.google.com/intl/en/policies/privacy/>

Twitter

The Twitter Remarketing service is provided by Twitter Inc.

You can opt out of Twitter's interest-based advertising by following the instructions below: <https://support.twitter.com/articles/20170405>

You can learn more about Twitter's privacy practices and policies by visiting its Privacy Policy page at: <https://twitter.com/privacy>

Facebook

The Facebook Remarketing service is provided by Facebook Inc.

You can learn more about interest-based advertising from Facebook by visiting this page: <https://www.facebook.com/help/164968693837950>

You can opt out of Facebook's interest-based advertising by following the instructions below from Facebook: <https://www.facebook.com/help/568137493302217>

Facebook adheres to the Self-Regulatory Principles for Online Behavioral Advertising established by the Digital Advertising Alliance. You can also opt out of Facebook and other participating companies through the Digital Advertising Alliance in the United States. <http://www.aboutads.info/choices/>, the Digital Advertising



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Alliance of Canada in Canada <http://youradchoices.ca/> or the European Interactive Digital Advertising Alliance in Europe <http://www.youronlinechoices.eu/>, or opt out using your mobile device settings.

For more information on Facebook's privacy practices, visit Facebook's Data Policies: <https://www.facebook.com/privacy/explanation>

Pinterest

The Pinterest Remarketing service is provided by Pinterest Inc.

You can opt out of interest-based advertising from Pinterest by enabling the “Do Not Track” functionality in your browser or by following Pinterest's instructions: <http://help.pinterest.com/en/articles/personalization-and-data>

You can learn more about Pinterest's privacy practices and policies by visiting its Privacy Policy page at: <https://about.pinterest.com/en/privacy-policy>

PAYMENTS

We may provide paid products and/or services within the Service. In that case, we use third-party services for payment processing (for example, payment processors).

We will not store or collect your payment card details. That information is provided directly to our third-party payment processors, whose use of your personal information is governed by their Privacy Policy. These payment processors adhere to the standards set by PCI-DSS as administered by the PCI Security Standards Council, which is a joint effort of brands like Visa, MasterCard, American Express, and Discover. PCI-DSS requirements help ensure the secure handling of payment information.

The payment processors we work with are:

BANWIRE.COM

Their Privacy Policies can be reviewed at: <https://www.banwire.com/home/aviso-de-privacidad.html>

Apple Store In-App Payments

Their Privacy Policies can be reviewed at: <https://www.apple.com/legal/privacy/en-ww/>

Google Play In-App Payments

Their Privacy Policies can be reviewed at: <https://www.google.com/policies/privacy/>

PayPal or Braintree

Their Privacy Policies can be reviewed at: <https://www.paypal.com/webapps/mpp/ua/privacy-full>

Authorize.net

Their Privacy Policies can be reviewed at: <https://www.authorize.net/company/privacy/>

2Checkout

Their Privacy Policies can be reviewed at: <https://www.2checkout.com/policies/privacy-policy>

LINKS TO OTHER SITES

Our Service may contain links to other sites that are not operated by us. If you click on a third party link, you will be directed to that third party's site. We strongly recommend that you review the Privacy Policy of each site you visit.

We have no control over, and assume no responsibility for, the content, privacy policies, or practices of third-party sites or services.

THIRD PARTY PUBLICATIONS

The publications on our website can be made by people other than the RESPONSIBLE. Therefore, they are requested to comply with the provisions of law in relation to the protection of personal data. Releasing the RESPONSIBLE from any responsibility, for any violation of rights over third parties.

CHILDREN'S PRIVACY

Our Service is not directed to anyone under the age of 13 ("Children").

We do not knowingly collect personally identifiable information from anyone under the age of 13.

If you are a parent or guardian and you are aware that your children have provided us with Personal Data, please contact us. If we learn that we have collected Personal Data from children without verification of parental consent, we will take steps to delete that information from our servers.

CHANGES TO THIS PRIVACY POLICY

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this web page.

We will notify you by email and/or a prominent notice on our Service, prior to the change becoming effective and will update the "effective date" at the bottom of this Privacy Policy.

You are encouraged to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

CONTACT US

To exercise your ARCO RIGHTS, you must submit the application form with the requirements established therein, said application can be sent to you. You should contact the email hola@hatchers.mx

JURISDICTION AND APPLICABLE LAW

This Privacy Policy is governed by current and applicable legislation in the United States of Mexico, so any controversy that arises as a result of its application must be heard before the competent Jurisdictional Bodies in the City of Monterrey, Nuevo León.

Date of last modification: [December 27, 2022].