

CASA NATIMA
BRAND OF GRUPO SOLAVE, S.A. DE C.V.

This Privacy Policy outlines the practices of Grupo Solave, S.A. de C.V. ("we," "us," or "our") regarding the collection, use, and disclosure of personal data collected through our website and related services (collectively, the "Services"). As a company headquartered in Mexico, we are committed to protecting your privacy in accordance with both Mexican data protection laws (notably the Federal Law on Protection of Personal Data Held by Private Parties - LFPDPPP) and applicable U.S. state privacy regulations.

We collect your personal data with your consent and for specific purposes. The main reasons we collect your data are:

Primary purposes:

- Providing you with the best possible service in your purchases and information requests. We need your data to contact you, process your orders, answer questions, and offer you personalized service.
- Keeping you informed about promotions, special events, and new product launches. We like to communicate with our customers to share the latest news and offer exclusive benefits.

Secondary purposes:

- Generating sales statistics and understanding our customers' preferences. This information helps us improve our products and services, as well as provide a more satisfactory shopping experience.
- Conducting retargeting campaigns and creating personalized advertising profiles. We aim to show you advertisements that are relevant to your interests and needs.

It is important to note that the processing of your personal data for secondary purposes (such as statistical analysis, retargeting, and personalized advertising) is optional. If you do not want your data to be used for these purposes, you can express this in writing to the email: sales@casanatima.com Your refusal to allow the use of your data for secondary purposes will not affect the provision of services, contact, purchases, or requested products.

We collect and process this information in compliance with the Federal Law on Protection of Personal Data Held by Private Parties (Mexico) and U.S. state privacy laws.

Under Mexican law, we process data based on principles of legality, consent, information, purpose, loyalty, proportionality, and responsibility.

Your Data Rights.

Accessing and Controlling Your Information.

You have the right to:

- *Right to access:* You have the right to access (and obtain a copy of, if required) the categories of personal information that we hold about you, including the information's source, purpose and period of processing, and the persons to whom the information is shared.

- *Right to rectification:* You have the right to update the information we hold about you or to rectify any inaccuracies. Based on the purpose for which we use your information, you can instruct us to add supplemental information about you in our database.
- *Right to erasure:* You have the right to request that we delete your personal information in certain circumstances, such as when it is no longer necessary for the purpose for which it was originally collected.
- *Right to restriction of processing:* You may also have the right to request to restrict the use of your information in certain circumstances, such as when you have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.
- *Right to data portability:* You have the right to transfer your information to a third party in a structured, commonly used and machine-readable format, in circumstances where the information is processed with your consent or by automated means.
- *Right to object:* You have the right to object to the use of your information in certain circumstances, such as the use of your personal information for direct marketing.

To exercise any of the ARCO rights, you must submit the ARCO Rights Request Form, which can be requested from the email address: sales@casanatima.com. For the Data Protection Officer of GRUPO SOLAVE, S.A. DE C.V. to process your request, you or your legal representative must correctly verify your identity by completing all the fields in the form and attaching a copy of one of the valid official identifications indicated therein.

You can revoke your consent for the use of your personal data.

You can modify or revoke the consent you have given us for the processing of your personal data. However, please note that we may not always be able to accommodate your request immediately due to legal obligations that may require us to continue processing your personal data. Also, you should consider that revoking your consent may imply that we cannot continue providing the service you requested or conclude your relationship with us. To revoke your consent, you must submit your request through the following means: Email: sales@casanatima.com

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

To limit the use and disclosure of your personal information, we offer the following means: email: sales@casanatima.com

Under the United States California Consumer Privacy Act, the Virginia Consumer Data Protection Act, Nevada's, Colorado's, Connecticut's, Virginia's, and Utah's privacy laws, and other state-specific consumer privacy laws regarding notice of information collected, residents of these states have statutory data rights. We provide the same control and rights over your data no matter where you choose to live in the United States.

To exercise your rights under the LFPDPPP in Mexico, please contact us by email at sales@casanatima.com For U.S. residents, particularly California residents, you may submit a request in line with your rights.

Data Transfers and Sharing

We do not sell your personal data. Personal data may be shared with our affiliates, service providers, or, where required, legal authorities. For international data transfers, we ensure compliance with applicable Mexican and U.S. laws on data protection.

Security Measures

We implement technical and administrative measures to protect personal data from unauthorized access, loss, alteration, or destruction. Our data security practices comply with the requirements set forth by the Federal Law on Protection of Personal Data Held by Private Parties in Mexico and applicable U.S. state laws.

Use of Cookies and Tracking Technologies

Our Site uses cookies and similar technologies to enhance user experience and analyze site usage. You may control cookie settings in your browser. For information on disabling cookies, please refer to your browser's help section.

Company is not responsible for the privacy policies or other practices employed by websites linked to, or from, our Services nor the information or content contained therein, and we encourage you to read the privacy statements of any linked third party. This includes sharing information via social media websites.

Changes to This Privacy Policy

It is our policy to post any changes we make to our Privacy Policy on this page. If we make material changes to how we treat our End Users' or Visitors' Personal Data, we will notify you by email to the primary email address specified in your account or through a prominent notice on the Services. Such changes will be effective when posted. The date the Privacy Policy was last revised is identified at the bottom of the page. Your continued use of our Services following the posting of any modification to this Privacy Policy shall constitute your acceptance of the amendments to this Privacy Policy. Changes will be effective when posted on our website, and we encourage you to review this Privacy Policy periodically.

Contact Us

If you have any questions or comments about this Privacy Policy, or if you would like to file a request about the data we hold or file a deletion request, please contact Customer Support at sales@casanatima.com

Last modified: November 1st, 2024.