

Privacy Policy.

# **PRIVACY NOTICE AGAINST PROTECTION OF PERSONAL DATA**

Responsible identity

With arguments of the articles 15 and 16 of the Federal Law of Protection of Personal Data in Particular Possessions we participate for your knowledge that Maderas Decorativas de Puebla S.A de C.V addressed in Avenida Ferrocarril, exterior number 1, colonia Lomas San Juan, Cuautlancingo, Puebla, C.P. 72700, is responsible for holding your information, the use they give to it, and the protection of it.

## **Purposes of treating data**

Your personal data will be use for the next purposes: provide the services and products that you have requested; notify you of new services and products that have relation with the ones already order; communicate about changes in the same; elaborate studies and programs necessities to determine certain habits in consuming the products; doing periodic evaluations of our products and services in order to improve the quality; evaluate the quality of our service given to you, and in general, complete the compromise with have with our clients.

## **Data that is going to be collected**

For the purposes already mention above, we can collect your personal data in different ways: when you provide them to us directly, when you visit our web site or use our online services, and when we obtain the information through other ways which are permitted by the law; being personal data the following:

**Business name (in case of moral person)**

**Complete Name (in case of physical person)**

**Address**

**Name of legal represent/CEO**

**Name of direct contact with the business**

**Type of business**

**Product or service provide**

**Telephone and/or cellular (business/legal represent/and direct contact of the business)**

**Email (business/legal represent/and direct contact of the business)**

**Facebook, twitter, and LinkedIn ID**

**RFC**

**Name and info of bank account**

**Sensible personal data.**

Based on the law in matter of protection of personal data possession, we inform you that there will not be asked or treated sensible personal data.

**Treatment and use of data.**

We have the compromise that the same will be treated under the most rigorous safety measurements that warranty your confidentiality; watching the principles of legality, consent, information, quality, purpose, loyalty, proportion and responsibility. Marking important the fact that the treatment will be limited according to the purposes already mention and in reason of the duration of the relationship between the parts, once finish or stop being necessary for the purposes it will proceed to the cancelation of the same, to protect the information.

Likewise, and if there's a contractual breach, it will proceed to preserve the information related to the breach in place up to a time of seventy-two months, counting from the date of the event mention, once concluded the time it will proceed to eliminate every information related.

If you don't manifest your opposition to the treatment of data place in this document, it will understand your consent to it.

In case that you don't wish to receive promotions from us, you can email your request to: [credito@madecormuebles.com](mailto:credito@madecormuebles.com)

**Rights to access, rectification, cancel or opposition.**

It is important to inform you that you have the right to access your personal data that we posses and to the treatment or use we have with them, such as rectify them in case of mistaken or incomplete; cancel when you consider that they are not require for any of the purposes pointed above in this document, or being use to non-consent purposes or if the relationship or services has ended, or finally, if you don't agree with the treatment of this specific ends. Likewise, you can revoke the consent that you have given us to treat personal data, with the purpose of ending this use.

The mechanisms implemented in the exercise of the rights and same with the revoke of consent will be free; and for that, is necessary to email the form inside the law terms in article 29 to Mr. Oscar Ramos Mendoza, responsible of our Protection of Personal Data Department,

addressed in Avenida Ferrocarril, número 1, Colonia Lomas San Juan, Cuautlancingo, Puebla, C.P. 72700; or communicate to this number 01 (222) 2850300 ext. 104 or email to [credito@madecormuebles.com](mailto:credito@madecormuebles.com), in which we require to confirm by phone to confirm it.

This form has to have: 1) First and Last name of the rights owner, address to hear and receive notifications, email; 2) Official ID document (ID in case of physical person, notarial instrument and ID of legal represent in case of moral person); 4) Elements that allow us to locate the data. Once the form is sent, we'll have a lapse of 20 work days starting from the day after the date that appears in the form, to attend your petition and inform you about it through an email or in the address given.

#### **Data transfer.**

We inform you that we do not use the transfer of data and shared information with a third party, to publicity purposes. In case of needing this, we will inform you before, and approve with your consent; except the ones previewed in Art. 37th of the Federal Law of Protection of Personal Data in Particular Possession.

#### **Privacy Warning Modifications.**

Important: We reserve the rights of effecting in any moment certain modifications or updates to the present privacy policy, they will be available to public dominium in: a) Visible announcement in the premises; or b) You will get them by email using the last one you gave us.

#### Nonconformities

If you consider that you right of protection of personal data has been broken by any conduct of our employees or any of our actions or replies, presume that in the treatment of your personal data exists any violation of the dispositions once viewed in the Federal Law of Protection of Personal Data in Particular Possession, you can present the correct complaint to IFAI, for more information visit [www.ifai.org.mx](http://www.ifai.org.mx)

Last date of update: .2/.4/2013 | Personal Data Protection

E-mail: [ventas@madecormuebles.com](mailto:ventas@madecormuebles.com)