

NOTICE OF PRIVACY

In compliance with the Federal Law on Protection of Personal Data Held by Private Parties (the "Law"), its regulations (the "Regulations"), and its Guidelines (the "Guidelines"), the company Diamante del Caribe, S.A. de C.V. and / or Lagos del Sol, or any of its affiliated companies, subsidiaries or belonging to the same group (hereinafter the "Responsible"), is responsible for the Personal Data collected treatment. Your privacy is ensured under the guidelines of the Hotel's Privacy Notice and in accordance with the provisions of the Law, its Regulations and its Guidelines. The use of this site is subject to unconditional acceptance by the Client and / or Suppliers, under the terms and conditions specified in our Privacy Notice.

The Responsible is committed to protect and respect your privacy, observing the principles of legality, consent, information, quality, purpose, loyalty, proportionality and responsibility. This policy lays the groundwork for how any Personal Data that we collect or that you provide to us will be processed. Please read carefully the following information to understand the treatment of the information you provide us both personally and when you use our services on the websites.

In case you do not agree with our way of collecting or treating your Personal Data, we kindly ask you to refrain from providing them, in the understanding that Diamante reserves the right to provide the services that are requested.

The purposes of data processing.

The Personal Data we collect from you will be used for the following purposes that are necessary for the requested service: a) Confirm your identity. b) Know your real estate and / or business needs and interests. c) Carry out the activities and processes necessary to provide consulting, marketing, promotion and sale services for all types of property. d) To inform you of new products or promotions. e) Prepare the documents that are necessary to formalize the business relationship between you and us. f) Integration of the legal file regarding the commercial relationship generated between you and the Responsible. g) Comply with our obligations derived from any contract formalized between you and the Responsible. h) Manage the charges and collection derived from any contract formalized between you and the Responsible. i) Prepare, manage, send and collect invoices or tax receipts. j) Manage legal acts in order to resolve disputes between customers and / or suppliers with us. k) Comply with the requirements made by municipal, state and / or federal authorities.

Occasionally, we may also use your information to:

- a) Contact you for any market research related to our products.

- b) Send articles and notes of real estate interest, and communications of general interest.
- c) Prepare internal statistics that indicate the most valued products.

You will always have the possibility to unsubscribe from market research, customer surveys or informational emails sent to you.

You have the right to access, rectify and cancel your Personal Data, as well as to oppose the treatment thereof or revoke the consent that you have given us for this purpose, through the procedures that we have implemented.

Refusal to use your Personal Data for these purposes, may not be a reason for us to deny you the services and products that you request or contract with us.

Information that is collected from users

To carry out the purposes described in this Privacy Notice, we will use Personal Identification, Contact, Labor and Property Data. The Responsible does not manage or request sensitive personal data, understanding as such those that affect the Holder's most intimate sphere or whose improper use may give rise to discrimination or entail a serious risk for the latter.

The options and means that the Responsible offers to limit the use or disclosure of your data.

The Responsible retains your Personal Data for as long as necessary to process your requests for information and / or services, as well as to maintain accounting, financial and audit records in accordance with current commercial, tax and administrative legislation. The Personal Data collected by the Responsible Party is protected by adequate administrative, technical and physical security measures against damage, loss, alteration, destruction or unauthorized use, access or treatment, in accordance with the provisions of the Law, its Regulations. and its Guidelines.

We also require our employees, associates and service providers to take reasonable steps and efforts to maintain the confidentiality of the personal information we share with them.

Such Personal Data is stored in computer systems protected with programs against viruses, spyware and other malicious code; additionally, it uses networks protected with firewalls, and controlled access facilities.

In order for you to limit the use and disclosure of your personal information, we offer you the following means:

- Your registration in the Public Registry to Avoid Advertising, which is in charge of the Procuraduría Federal del Consumidor, so that your Personal Data is not used to receive advertising or promotions of goods or services companies. For more information on this registration, you can consult the PROFECO Internet portal, or contact them directly.
- Your registration in the exclusion list, so that your Personal Data is not processed for marketing, advertising or commercial prospecting purposes by us.

For more information call the phone number +52 (998) 886-2320 or send an email to the following address datospersonales@lagosdelsol.com.

The means to exercise the rights of access, rectification, cancellation or opposition, as well as the revocation of consent for the processing of Personal Data.

For the exercise of any of the ARCO rights (access, rectification, cancellation or opposition), as well as requesting the revocation of consent for the processing of Personal Data and / or to limit the use or disclosure of your data, and others rights provided in the Law, its Regulations and its Guidelines, an application must be submitted.

The request must be accompanied by the following information and documentation:

- The name of the owner and address or other means to communicate the response to your request.
- Documents that prove the identity of the holder (simple copy in printed or electronic format of his official ID, passport or FM-3) or, where appropriate, the legal representation of the holder (simple copy in printed or electronic format of the power of attorney with autograph signature of the owner, two witnesses and the officer and their corresponding official identifications - voter credential, passport or FM-3).
- The clear and precise description of the Personal Data with respect to which you seek to exercise any of the ARCO rights.
- Any other element or document that facilitates the location of your Personal Data.
- In case of any request for rectification of Personal Data, you must also indicate the modifications to be made and provide the documentation that supports the request.

The Responsible will respond within a maximum period of twenty days, counted from the date on which he received the request for access, rectification, cancellation or opposition, his determination adopted so that, if appropriate, it becomes effective within fifteen days following the date the response is communicated to you. In the case of requests to access to Personal Data, the Responsible will proceed with its delivery, prior accreditation of the identity of the applicant or its legal representative, as appropriate. In the case of revocation of consent for the processing of Personal Data, it is important to note that not in all cases we will be able to attend to the request or terminate the use immediately, since it is possible that due to some legal obligation we require to continue processing your Personal Data.

Likewise, you must consider that for certain purposes, the revocation of consent will imply that the Responsible cannot continue providing the service you requested, or the conclusion of the relationship with the Responsible.

The aforementioned terms may be extended only once for an equal period, as long as the circumstances of the case justify it. The delivery of the Personal Data will be free, it will only correspond you to cover the justified shipping costs or the cost of reproduction in copies or other formats. In the event that you reiterate your request in a period of less than twelve months, you must cover the corresponding costs in terms of the Law, Regulation, and the Guidelines, unless there are substantial modifications to the Privacy Notice that motivate new consultations.

For any request, clarification or comment related to this Privacy Notice, please submit your request at: (i) the address located at Blvd. Luis Donaldo Colosio Km 12.5 Lot 1, Supermanzana 301, in the city of Cancun, Quintana Roo, Mexico with CP 77560; (ii) the email to datospersonales@lagosdelsol.com; or (iii) the phone +52 (998) 886-2320.

The Responsible Party may deny access to Personal Data, or to make rectification or cancellation or grant opposition to the treatment thereof, in the following cases:

- When the applicant is not the owner of the Personal Data, or the legal representative is not duly accredited for it.
- When the applicant's Personal Data is not found in its database.
- When the rights of a third party are infringed.
- When there is a legal impediment, or the resolution of a competent authority, that restricts access to Personal Data, or does not allow their rectification, cancellation or opposition.
- When the rectification, cancellation or opposition has been previously carried out.

In the event of a denial by the Responsible for the exercise of any of the rights, regarding their Personal Data, by the holders thereof, they will inform the reason for their decision within the terms established for this purpose, for the same medium in which the request was presented.

Likewise, the Responsible will not be obliged to cancel the Personal Data when:

- It refers to the parts of a private, social or administrative contract and are necessary for its development and fulfillment, or there are pending debts.
- When they must be treated by legal provision.
- When it hinders judicial or administrative actions related to fiscal obligations, the investigation of crimes or the updating of administrative sanctions.
- When they are necessary to protect the legally protected interests of the owner. If the cancellation is appropriate, the Responsible will establish a blocking period for the sole purpose of determining possible responsibilities in relation to their

treatment until the legal or contractual limitation period thereof, and notify the owner or his legal representative in response to the Cancellation request, which is issued within the term of twenty business days, carry out the blockage within fifteen business days and once the blockage period has elapsed, carry out the corresponding deletion. The blocking period will be up to the corresponding legal or contractual prescription period.

Data transfer

We inform you that your Personal Data is shared with other group companies, related or not to the Responsible and service providers, whose addresses are within Mexican territory, for which we are committed to taking appropriate actions to ensure compliance with the principles of protection of Personal Data, as well as the necessary measures to guarantee that your information is managed in accordance with the terms agreed in this Privacy Notice.

The Responsible, to meet your needs and interests, as well as to provide you with better services, may share your information according to the following:

Lagos del Sol, P. en C. is a legal person dedicated to the administration of the Lagos del Sol condominium, for which he requires the information of his Personal Data to be able to know its residents.

De la Peña, Cáceres y Asociados Office. We may share your information with the firm, in order to carry out judicial or extrajudicial collection, according to the obligations indicated in the contracts signed between you and the Responsible.

Public notaries. Responsible for the preparation and formalization of contracts related to the sale of our products and / or services.

Municipal, state and federal authorities, as well as public agencies. For the fulfillment of obligations indicated by law and other legal provisions.

If you do not express your refusal for such transfers, we will understand that you have granted it to us.

The procedure and means by which the Responsible will communicate to the holders of changes to the Privacy Notice.

The Privacy Notice is reviewed on a regular basis to ensure that it remains appropriate for the purposes it pursues. The modification of the terms and conditions indicated in this Privacy Notice may be made without prior notice. In the same way that we reserve the right to make modifications or updates to this Privacy Notice at any time, for the attention of

legislative or jurisprudential developments, internal policies, new requirements for the provision or offering of our services or products and market practices. .

All changes to the Privacy Notice are effective from the time of publication. The use of the site and / or the services constitutes an acceptance of the Privacy Notice most recently published in it.

These modifications will be available to the public through the following means: (i) visible advertisements in our establishments or customer service centers; (ii) leaflets or brochures available in our establishments or customer service centers; (iii) on our website www.lagosdelsol.com, in the "Privacy Notice" section; or (iv) we will send them to the last email you have provided us.

The date of the last update of this Privacy Notice: 01/24/2014.

Non-personal information.

On our website we do not use cookies, web beacons and other technologies through which it is possible to obtain non-personal information, such as: domain names, areas of the site you visit, operating system, among others.

Use of the websites that operate under the brand of the Responsible and the links with other sites.

It is clarified to the client and / or user, that when entering any of the sites that operate under the brand of the Responsible, these may contain links to other websites, and the personal information entered by the user could be transmitted to said external sites to the Responsible, for which the Responsible assumes no responsibility for the handling of the data that is transmitted through these links. The links provided on the Responsible sites are exclusively for the convenience of the user and for informational purposes only. The Responsible party declares that he does not know all the information that these websites contain, so the inclusion of these links in any of the sites of his property does not imply any type of endorsement or approval on his part with respect to the content, advertising, products , services, policies or other materials of such websites or available through them, therefore, will not assume any type of responsibility for their content. If the user accesses any of these links, he will do so at his own risk and responsibility.

The identity and address of the Responsible party that collects them

In order to comply with the provisions of Section I. of Article 16, in the same way as with Article 30 of the Law, it is designated the legal person named Diamante del Caribe, S.A. is. de C.V., domiciled in the property located at Blvd. Luis Donald Colosio Km 12.5 Lot 1, Supermanzana 301, in the city of Cancún, Quintana Roo, Mexico with C.P. 77560.

Information on the IFAI

If you consider that your right to the protection of your Personal Data has been violated by some conduct or omission on our part, or presume any violation of the provisions set forth in the Federal Law on Protection of Personal Data Held by Private Parties, its Regulations and other applicable regulations, you can file your disagreement or complaint before the Instituto Federal de Acceso a la Información y Protección de Datos (IFAI). For more information, we suggest you visit its official Internet page www.ifai.org.mx.