



Zoo Inc LLC Notice of Privacy

Zoo Inc LLC better known as Zoo Inc. Agency, with address in 221 N Kansas St. Suite 700 El Paso Texas Us 79901-1443, www.zooincagency.com, is responsible for the use and protection of your personal data, and in this regard we inform you of the following:

The personal data that we collect from you, we will use for the following purposes that are necessary for the service that requests:

- Keep a record and control of access, assistance, support and work carried out for the accounts that are part of our clients.
- Carry out qualitative techniques or methods such as structured interviews or focus groups for future work or research on topics of interest (be they market studies or specific studies that generate support material for the account).

Additionally, we will use your personal information for the following secondary purposes that are not necessary for the requested service, but that allow and facilitate us to provide you with a better service:

- Send communications, calls or invitations about the analysis and research work or activities (presentations, emails, tag in publications, press conferences, forums or conferences) related to the topics that are the object of the service provided by Zoo Inc. Agency.

If you do not want your personal data to be used for these secondary purposes, please indicate it below:

I do not consent to my personal data being used for the following purposes:

Send communications, calls or invitations about the analysis and research work or activities (presentations, emails, tag in publications, press conferences, forums or conferences) related to the topics that are the object of the service provided by Zoo Inc. Agency.

The 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.



To carry out the purposes described in this privacy notice, we will use the following personal data:

- Name
- Email
- Handwritten signature
- Position or position held
- Institutional email
- Educational background
- Titles
- Identification data
- Personal data contact
- Labor data
- Academic data

In addition to the personal data mentioned above, for the purposes reported in this privacy notice we will use the following personal data considered as sensitive, which require special protection:

- Ideological positions
- Philosophical positions
- Moral positions
- Political positions

You have the right to know what personal data we have about you, what we use them for and the conditions of use that we give them (Access). Likewise, it is your right to request the correction of your personal information if it is outdated, inaccurate or incomplete (Rectification); that we delete it from our records or databases when it considers that it is not being used properly (Cancellation); as well as to oppose 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 the respective request through the following means: marketing@zooincagency.com

To know the procedure and requirements for the exercise of ARCO rights, we put at your disposal the following means:

Telephone (33) 3243 5201, or email marketing@zooincagency.com



The contact details of the person or department of personal data, which is in charge of processing the ARCO rights requests, are the following:

- a) Name of the person or department of personal data: Alondra del Rocío Vargas Morales
- b) Address: highway bypass air base no. 6170 interior 6b harmony habitat, cp 45138 Zapopan Jalisco Mexico.
- c) Email: marketing@zooincagency.com
- d) Telephone number: (31) 2199 9412

You can revoke the consent that, where appropriate, you have given us for the processing of your personal data. However, it is important that you bear in mind that not in all cases we will be able to respond to your request or terminate the use immediately, since it is possible that due to some legal obligation we want to continue treating your personal data. Likewise, you should consider that for certain purposes, the revocation of your consent implies that we cannot continue to provide the service you requested, or the conclusion of your relationship with us.

To revoke your consent, you must submit your request through the following means: marketing@zooincagency.com

To know the procedure and requirements for the revocation of consent, we put at your disposal the following means:

Telephone (31) 2199 9412, or, email marketing@zooincagency.com

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

Email marketing@zooincagency.com

Additionally, we inform you that we have the following exclusion lists, in which you can register to that your personal data is not processed for certain purposes:

Name of the list	Purpose for which it applies
Exclusion of news, calls or invitations	Limit or restrict the use of personal data

The use of tracking technologies on our internet portal

We inform you that on our website we use cookies, web beacons or other technologies, through which it is possible to monitor your behavior as an internet user, as well as provide you with a better service and experience when browsing our page.



The personal data that we collect through these technologies, we will use for the following purposes:

Provide a better service and user experience when browsing our website

The personal data that we obtain from these tracking technologies are the following:

- Language preferred by the user
- Region in which the user is located
- Type of the user's browser
- Date and time of the beginning and end of a user's session
- Searches carried out by a user

To find out how these technologies can be disabled, consult the following means:

marketing@zooincagency.com

This privacy notice may undergo modifications, changes or updates derived from new legal requirements; of our own needs for the products or services we offer; of our privacy practices; Changes in our business model, or other causes.

We promise to keep you informed about the changes that this privacy notice may undergo, through:

www.zooincagency.com

The procedure through which notifications about changes or updates to this privacy notice will be carried out is as follows:

For direct notifications about changes in the privacy notice, the owners will receive an email with the updated versions or new notices privacy, as the case may be. Additionally, when entering the page www.zooincagency.com , a window with an announcement of the changes regarding the privacy notice will be displayed automatically, which will be presented to users during the 30 days following the completion of the changes. made.

Your consent to the processing of your personal data

I consent to my personal data being treated in accordance with the terms and conditions reported in this privacy notice.

Last update: 10/14/2021