

Privacy Notice

GRUPO TECNOLÓGICO DIDCOM, S.A. de C.V., hereinafter referred to as "Didcom," located at Blvd. García Morales number 9-A, Colonia El Llano, C.P. 83210, Hermosillo, Sonora, hereby informs you of the following:

"Didcom" is responsible for the collection and handling of personal data and complies with all legal requirements for this purpose, particularly in accordance with the General Data Protection Regulation (GDPR) and relevant local laws. We adhere to principles including legality, quality, security, consent, and responsibility.

Source of Personal Data

"Didcom" informs you that your data may be collected through the following means:

- Directly and personally at our offices at the aforementioned address.
- Via telephone.
- Through our website <https://didcom.com.mx>.
- Through our sales advisors.
- Physical contact forms distributed at conferences, events, and other promotional activities.
- Through the data used to process a Didcom telematic solution.

Personal Data to be Collected

"Didcom" may collect the following data directly:

- Full Name
- Fiscal Address
- Office or Commercial Address
- Postal Code
- Tax Identification Number
- Bank Account
- Telephone Number
- Email Address
- Website
- Vehicle Identification Number (VIN)
- Vehicle Location

We also inform you that our offices have a security system that may collect identifiable images of you.

The data we collect when you visit our website or use our telematic solutions includes: IP address, user's browser type, domain name, pages accessed, duration of interaction, vehicle location, and VIN number. This is done through the use of cookies and web beacons, which can be disabled in your browser. Contact your browser's manufacturer for instructions on how to do this.

Legal Basis for Processing Personal Data

We process your personal data based on the following legal bases:

- **Consent:** For data collected through direct interactions, such as filling out forms or contacting us, where you have provided explicit consent.
- **Performance of a Contract:** For data necessary to fulfill our contractual obligations to you, particularly regarding the use of our telematic solutions.
- **Legitimate Interests:** For processing activities such as improving our services, conducting analysis, and enhancing security, which are in our legitimate interests and do not override your privacy rights.
- **Legal Obligation:** Where processing is necessary to comply with our legal obligations.

Use of Data

The data collected above will be used for the following purposes:

- Assigning telematic information to the corresponding vehicle.
- Filling in data for telematic reports.
- Sending promotional communications (based on consent).
- Sending information regarding invoices and payments.
- Managing customer loyalty programs.
- Granting credit.
- Archiving and backup activities.
- Analysis of information to improve our processes and services.
- Sending surveys or other requests for information to evaluate our products, services, and personnel.

ARCO Rights and GDPR Rights

You have the right to access, rectify, cancel, or oppose (ARCO rights) the processing of your personal data. Additionally, under GDPR, you have the right to:

- **Right to Access:** Request access to the personal data we hold about you.
- **Right to Rectification:** Request correction of inaccurate or incomplete data.
- **Right to Erasure (Right to be Forgotten):** Request the deletion of your personal data when it is no longer necessary for the purposes for which it was collected, or when you withdraw consent.
- **Right to Restrict Processing:** Request the restriction of processing your data in certain circumstances.
- **Right to Data Portability:** Request your personal data in a structured, commonly used, and machine-readable format, and have the right to transmit that data to another controller.
- **Right to Object:** Object to the processing of your personal data for direct marketing purposes or other activities based on legitimate interests.
- **Right to Withdraw Consent:** Withdraw your consent at any time, without affecting the lawfulness of processing based on consent before its withdrawal.

The mechanisms implemented for exercising these rights are:

- Submit a request by email at juridico@didcom.com.mx
- We will respond to your request within 20 business days from the date of receipt.

Transfer of Data to Third Parties

Your personal data may be processed within and outside the country by persons other than this company. In this sense, your information may be shared with our strategic partners on information platforms for:

- Providing the requested service.
- Sending informative and promotional emails (based on your consent).
- Managing billing.
- Collection purposes in case of non-payment of our services.
- Backing up and archiving information for future reference.
- Conducting credit analysis.

International Data Transfers: If we transfer your data outside the European Economic Area (EEA), we ensure that appropriate safeguards are in place, such as Standard Contractual Clauses, to protect your data in compliance with GDPR.

Security Measures

We are committed to protecting your personal data and implement various security measures, including encryption, access controls, and regular security audits, to ensure that your data is safe from unauthorized access, alteration, or loss.

In the event of a data breach that may affect your rights and freedoms, we will notify you and the relevant supervisory authorities promptly, in line with GDPR requirements.

Cookies and Tracking Technologies

Our website uses cookies and similar tracking technologies to enhance your experience. We obtain your consent before placing non-essential cookies on your device. You can manage or disable cookies through your browser settings. For more information on how to manage cookies, please refer to your browser's support documentation.

Data Retention Policy

We retain your personal data only for as long as necessary to fulfill the purposes outlined in this privacy notice, or as required by law. Once the retention period expires, we securely delete or anonymize your data.

Children's Privacy

Our services are not directed at children under the age of 16. If we become aware that we have collected personal data from a child without parental consent, we will take steps to delete that information.

Contact Information

If you have any questions or concerns about this privacy notice or how we handle your personal data, please contact our Data Protection Officer at juridico@didcom.com.mx.

Complaints

If you believe that your rights under GDPR have been violated, you have the right to file a complaint with a supervisory authority, such as the National Institute for Transparency, Access to Information, and Data Protection (INAI) in Mexico, or the relevant authority in your jurisdiction.

Modifications

"Didcom" reserves the right to make modifications and adjustments to this privacy notice to comply with amendments to the law, internal policies, or new requirements for the provision of services or products. These modifications will be communicated through visible announcements in our establishments, on our website, or sent to the last email address you provided.