

## **PRIVACY NOTICE**

In accordance with the terms of articles 8, 16, 18, 36, 37 and others applicable to the Federal Law on Protection of Personal Data Held by Private Parties, we inform you that in accordance to our Privacy Program, the personal information that we obtain when you sign up to the ECOBICI system will be treated as confidential through the systems used for such purposes.

We protect this information through the implementation of physical and electronic locks, and in our procedures, we also train our employees to adequately handle your personal information, in order to prevent non-authorized parties from having access to it.

### **PERSONNEL RESPONSIBLE FOR TREATING YOUR PERSONAL INFORMATION:**

The personnel responsible for treating your personal information shall be the company referred to as Clear Channel Outdoor México, S.A. de C.V., with offices at Blvd. Manuel Ávila Camacho 138, Col. Lomas de Chapultepec, Deleg. Miguel Hidalgo, C.P. 11000, Mexico City.

### **PERSONAL INFORMATION THAT CAN BE COLLECTED:**

Clear Channel Outdoor México, S.A. de C.V. will collect the necessary information for the formalization of the ECOBICI System service hired; which may include but is not limited to: name; address; birthdate; nationality; occupation; phone numbers, as well as credit or debit card numbers.

### **PURPOSES OF TREATING YOUR PERSONAL INFORMATION:**

The personal information collected shall be used for the operation and registration of the service hired, to bring you information about the service, to comply with the obligations in the contract, to evaluate the quality of the service and maintain a historical basis with statistical purposes and any other service related to the ECOBICI System.

If you wish to stop receiving promotional messages from us, you can request it through an email addressed to [atención@ecobici.com.mx](mailto:atención@ecobici.com.mx).

### **ARCO RIGHTS:**

You or your legal representative duly authorized shall be able to limit the use or spread of personal information, likewise, you have the right, where applicable, to the access, ratification, rectification, cancelation or opposition, provided by the law through a request presented in our Customer Support Center located at José Rosas Moreno # 152-B, Col. San Rafael, Delegation Cuauhtémoc, C.P. 06470, Mexico City. The exercise of any of those rights is not a previous requirement nor does it prevent the exercise of another right.

Your request must contain the following information:

- A letter describing the reason why you are requesting the rectification and/or cancelation of personal information;
- Copy of your official ID;
- Address to receive the answer to your request and
- E-mail address.

Likewise, we inform you that you have the right to start a Procedure of Information Protection before the Federal Institute of Access to Data and Protection of Information within the next 15 days after the date on which you receive our answer or at the end of the 20-day period beginning on the date on which you received your request of exercise of rights.

#### **PERSONAL INFORMATION TRANSFER:**

Clear Channel Outdoor México, S.A. de C.V., shall be able to transfer your personal information to third parties or foreigners which provide the necessary services for its correct operation, as well as its affiliates, subsidiaries, controllers, associates, brokers and/or societies which conform Clear Channel.

In such cases, we inform you that we will take the necessary measures so that people who have access to your personal information comply with the intern privacy policy, as well as the personal data protection principles established by the law.

#### **MODIFICATIONS TO THE PRIVACY NOTICE:**

We reserve the right to make modifications or updates to this privacy notice at any time, for compliance with new legislative or jurisprudence developments, internal policies, new requirements for the presentation or offering of our services and market practices.

Any changes to this notice will be notified to you through any of the following means: written communication sent to your residence or provided in our Customer Support Center; a message sent to your e-mail or your mobile phone; a message shown on the website [www.ecobici.df.gob.mx](http://www.ecobici.df.gob.mx); or through messages published in our Customer Support Centers or in widely circulated newspapers.

Last update: February 9th, 2015.