

COMPREHENSIVE PRIVACY NOTICE OF NOBLE NUTRICIÓN EN AGAVE, S.A. DE C.V.

NOBLE NUTRICIÓN EN AGAVE, S.A. DE C.V., better known as “**NOBAZUL**”, is a company dedicated to the production of goods derived from Blue Agave, located at Río Tuxcueca #1710, Atlas neighborhood, ZIP code 44870, in Guadalajara, Jalisco, MEXICO, with website: <https://nobazul.com/>. This **Privacy Notice** is provided in accordance with Articles 15 and 16 of the Federal Law on the Protection of Personal Data Held by Private Parties and other applicable or related provisions, to inform you about the personal data w...

At **NOBLE NUTRICIÓN EN AGAVE, S.A. DE C.V.**, the privacy of your data is always treated as confidential, including your personal information. Our administrative security policies and measures are designed to ensure the highest level of trust in the protection of your data. Access to your confidential information is limited to authorized personnel and/or those employed by the company who require it for the performance of their duties. This helps prevent the loss, damage, alteration, destruction, sale, renta...

The personal data collected by **NOBLE NUTRICIÓN EN AGAVE, S.A. DE C.V.** will be used for the purposes stated in this Notice and will be treated in accordance with the principles of legality, consent, information, quality, purpose, loyalty, proportionality, and responsibility, pursuant to the Federal Law on the Protection of Personal Data Held by Private Parties, its Regulations, and Guidelines.

At NOBAZUL, we value your privacy and your control over your personal data. Therefore, we aim to clearly and simply explain what personal data is, how we collect it, and for what purposes. We want you to know how your data is handled in order to protect your rights. Any transfers or use of new technologies for collecting personal data are carried out with full respect for confidentiality and security, and always in accordance with the purposes of this Privacy Notice.

What is personal data and why do we collect it?

Personal data is any information that can directly or indirectly identify you. This includes, for example: full name, address, phone number, email address, CURP, RFC, etc.

We collect your personal data with your consent and for specific purposes. The main reasons we collect your data are:

Primary

purposes:

- **To provide you with the best possible service for your purchases and information requests.** We need your information in order to contact you, process your orders, answer questions, and offer personalized service.
- **To keep you informed about promotions, special events, and new product launches.** We like to communicate with our customers to share updates and offer exclusive benefits.

Secondary

purposes:

- **To compile sales statistics and understand customer preferences.** This information helps us

improve our products and services and provide a more satisfying shopping experience.

- **To carry out retargeting campaigns and generate personalized advertising profiles.** We want to show you advertising that is relevant to your interests and needs.

Please note that the processing of your personal data for secondary purposes (statistics, retargeting, and personalized advertising) is optional. If you do not wish your data to be used for these purposes, you can indicate so in writing by emailing: sales@nobazul.com. Refusal to allow data processing for secondary purposes will not affect the provision of services, contact, purchases, or requested products.

At NOBAZUL, we are committed to protecting your personal data and using it responsibly. We implement technical and administrative security measures to prevent unauthorized access, loss, alteration, or destruction of your data.

What personal data will we use for these purposes?

To achieve the purposes described in this Privacy Notice, we will use the following personal data:

- Identification data
- Name
- Nationality
- Company or workplace
- Home phone number
- Mobile phone number
- Email address
- Job title or position
- Work address
- Institutional email
- Institutional phone number
- Sales statistics records
- Customer preference statistics
- Advertising profile data
- Social media profiles and posts* (*only when contact is made through social media)

How can you access, rectify, cancel your personal data, or object to its use?

You have the right to:

Access: Know what personal data we hold about you and how we use it.

Rectify: Correct your personal data if it is incorrect or outdated.

Cancel: Request the deletion of your personal data from our records.

Object: Prevent us from using your personal data for certain purposes.

These rights are known as ARCO rights.

To exercise any of your ARCO rights, you must submit the ARCO Rights Request Form, which can be requested via email at: sales@nobazul.com. In order for the Personal Data Protection Officer at NOBLE NUTRICIÓN EN AGAVE, S.A. DE C.V. to process your request, you or your legal representative must properly verify your identity by completing all required fields in the form and attaching a copy of a valid official ID as specified therein.

To learn about the procedure and requirements for exercising your ARCO rights, we provide the following contact method: sales@nobazul.com.

You can revoke your consent for the use of your personal data

You may modify or revoke the consent you have given us for the processing of your personal data. However, please note that we may not be able to process your request or cease usage immediately in all cases, as we may need to retain your data due to legal obligations. Also, revoking your consent may mean that we can no longer provide you with certain services or that your relationship with us may be terminated.

To revoke your consent, please send your request to the following email: sales@nobazul.com.

To learn about the procedure and requirements for revoking consent, we provide the following contact method: sales@nobazul.com.

How can you limit the use or disclosure of your personal information?

To help you limit the use and disclosure of your personal information, we provide the following contact: sales@nobazul.com.

If you do not wish to receive advertising from us, you can register with the Public Registry to Avoid Advertising (RPAP). For more information, visit: <https://repep.profeco.gob.mx/>.

Use of tracking technologies on our website

Our website uses cookies, web beacons, and other tracking technologies to improve your browsing experience, provide relevant products and services, deliver better service, conduct market analysis, and detect and prevent fraudulent activities. These technologies collect information about your user behavior, such as the pages you visit, the time you spend on each page, and the products or services that interest you.

You may control and/or disable tracking technologies by configuring your browser settings to block all cookies or third-party cookies. However, disabling these may affect your browsing experience, cause some functions to not work correctly, or prevent access to certain content.

Who can receive or transfer your personal data?

To fulfill the purposes described above or as required by law or competent authorities, your personal data may be transferred to:

- Judicial authorities and/or other competent authorities to comply with legal obligations;
- Parent companies, subsidiaries, and/or affiliates of NOBAZUL;
- Financial institutions to process payments; and
- Competent authorities in legally mandated situations.

Please note that your consent is not required for the transfer of your personal data for these purposes.

How can you learn about changes to this privacy notice?

This privacy notice may be modified, updated, or revised due to legal changes, internal policies, new services or products, changes to our business model, or other causes. We commit to keeping you informed about any changes to this privacy notice through our website: <https://nobazul.com/>, which you may consult freely at any time.

We reserve the right to make changes or updates to this Privacy Notice to comply with new legal requirements, internal policies, or business needs, and will publish such changes on our website: <https://nobazul.com/>.

Additionally, if you believe your personal data protection rights have been violated, you may contact the National Institute for Transparency, Access to Information, and Protection of Personal Data (INAI). For more information, visit: <http://inicio.ifai.org.mx>.

Your trust is important to us. If you have any questions or concerns regarding the handling of your personal data, please contact us.

Update date: 05/26/2025.

Consent for the processing of your personal data

I consent to the processing of my personal data in accordance with the terms and conditions outlined in this privacy notice.