

PRIVACY NOTICE

MARCO MARKETING CONSULTANTS CORP, (hereinafter "Marco Mkt") is a company aware of the responsibility and trust you place in us. We provide Point-of-Sale Execution Services, including marketing, promotions, logistics, POP placement, audits, BTL 360, design and production of materials, real-time reporting, business intelligence, technology applied to the point of sale, material logistics, inventory management, and personnel administration.

For this reason, we are committed to the proper handling of your Personal Data in compliance with the Federal Law on the Protection of Personal Data Held by Private Parties.

In the United States, data protection is not governed by a single federal law but rather a combination of federal and state laws addressing specific aspects of privacy and data security. Key federal laws include: (i) HIPAA (Health Insurance Portability and Accountability Act) – governing health information., (ii) COPPA (Children’s Online Privacy Protection Act) – regulating data protection for children under 13., (iii) GLBA (Gramm-Leach-Bliley Act) – applying to financial institutions., (iv) FERPA (Family Educational Rights and Privacy Act) – protecting student educational records., and (v) FCRA (Fair Credit Reporting Act) – regulating consumer credit information.

I. DATA CONTROLLER

The entity responsible for processing personal data is **MARCO MARKETING CONSULTANTS CORP**, with its registered address at **501 E , Las Olas Blvd Suite 200 and 300 , Fort Lauderdale, FL 33301, United States**.

II. PURPOSE OF PERSONAL DATA PROCESSING

The personal data we collect from you will be used for the following **primary purposes**, which are necessary for the service you request:

- a. Providing **Point-of-Sale Execution Services**.
- b. To create a database that facilitates the tracking of your information or service request for marketing, promotion, logistics, POP placement, audits, 360° BTL, design and production of materials, real-time reporting, business intelligence, point-of-sale technology, material logistics, inventory management, and personnel administration.
- c. Maintaining a relationship with users, clients, and other interested parties.
- d. Statistical control of marketing service usage.

III. PURPOSE OF DATA PROCESSING

Additionally, we will use your personal data for secondary purposes, which are not essential for the requested service but allow us to provide better customer service:

- a) Service and Customer Satisfaction Evaluations.
- b) Information Distribution related to our services.

- c) Marketing and
- d) Advertising.
- e) Commercial Prospecting.

IV. PERSONAL DATA COLLECTED

To fulfill the purposes described above, we will process the following **personal data**:

- a) Full Name
- b) Gender
- c) Email Address
- d) Federal Taxpayer Registry (RFC)
- e) Address
- f) Phone Number
- g) Age
- h) Date of Birth

V. DATA SHARING AND TRANSFER

Your personal data may be shared with third parties within or outside the country, including individuals, companies, organizations, or authorities, for the purpose of fulfilling the services requested.

According to the Federal Law on the Protection of Personal Data Held by Private Parties, we ensure the proper handling of your Personal Data in compliance with its provisions.

VI. CONSENT FOR PERSONAL DATA USE

Your data will be processed with your express or tacit consent. You have five (5) business days from the date this notice is made available to you to express your refusal for your data to be processed. If no objection is made, consent is assumed.

Consent is not required when:

- The processing is legally required.
- The data is publicly available.
- The data is anonymized.
- The data is necessary for compliance with legal obligations.

- There is an emergency situation that could potentially harm an individual, either personally or in their property.
- The data is essential for medical care, prevention, diagnosis, the provision of healthcare assistance, medical treatments, or the management of healthcare services, while the Data Subject is unable to provide consent, in accordance with the provisions of the General Health Law and other applicable legal regulations, and such data processing is carried out by a person subject to professional secrecy or an equivalent obligation.
- A resolution is issued by a competent authority.

VII. PROTECTION AND TRANSFER PROCEDURE

The Data Subjects whose Personal Data is held by MARCO Mkt may, at any time, exercise their rights under the protection and transfer procedure.

The Data Subject must submit a request that meets the following requirements:

- a. The name and address or email of the Data Subject to communicate the response to their request;
- b. Documents proving the identity of the Data Subject or, where applicable, the legal representation of the person acting on their behalf;
- c. A clear and precise description of the Personal Data for which the Data Subject seeks to exercise any process;
- d. Any other element or document that facilitates the location of the Data Subject's Personal Data;
- e. A clear specification of the request and the legal grounds on which it is based;
- f. The reason for the request; an
- g. The modification(s) requested, in case the request concerns a specific use of their Personal Data.

This request must be submitted to MARCO Mkt through any of the following means:

1. By email.
2. By postal mail.
3. In person at MARCO Mkt's offices.
4. Through the website www.marcomkt.com.

The procedure that MARCO Mkt will adopt upon receiving the request is detailed in the Personal Data Protection Policy, which states that the Personal Data Protection Committee will inform the Data Subject, within a maximum period of 20 (twenty) calendar days from the date the request is received, of the determination made. If the request

is deemed valid, it will be implemented within 15 (fifteen) calendar days following the date the determination is communicated.

It is hereby informed that MARCO Mkt may extend the aforementioned timeframes if the particular circumstances of the case so require. The Data Subject will be notified of any such extension via the same means through which the request was submitted.

The contact details of the personal data department, responsible for processing requests related to the Protection and Transfer Procedure, are as follows:

- Personal Data Department Name: Personal Data Protection Committee
- Address: 501 E , Las Olas Blvd Suite 200 and 300 , Fort Lauderdale, FL 33301, United States.
- Email: datospersonales@marcomkt.com

VIII. USE OF TRACKING TECHNOLOGIES ON OUR WEBSITE

We inform you that our website, www.marcomkt.com, uses cookies, web beacons, and other technologies that allow us to monitor your behavior as an internet user and provide you with a better service and browsing experience. The personal data collected through these technologies will be used for the following purposes:

- a. Electronically informing you of the results of conducted studies.
- b. Issuance of tax receipts and invoicing.
- c. Request for services, inquiries, or quotations related to the services we provide.

The personal data collected through these tracking technologies includes the following: full name, username, case file number, email address, login passwords, date of birth, and tax identification number (RFC).

IX. INFORMATION COLLECTION BY THIRD PARTIES

The www.marcomkt.com website contains links to other sites whose data processing practices may differ from those of this website. If you visit other sites, it is the Data Subject's responsibility to review the privacy policies of those sites. MARCO Mkt shall not, under any circumstances, be held responsible for the processing of the User's Personal Data by third-party websites.

X. UPDATE OF THIS PRIVACY NOTICE

Marco Mkt reserves the right to modify this Privacy Notice to reflect legislative or regulatory updates, as well as industry practices. In such cases, any changes will be announced on the website with reasonable notice before they take effect.

Last Updated: May 27, 2024.