



PRIVACY POLICY

As of July 15, 2023

MYWORLDCONEKTER S.A.P.I. DE C.V. provides an individual or collaborative service to create, analyze, share, and discuss commercial and strategic topics, such as business models, etc. (hereinafter, “Content”) to the general public, companies, ventures, social enterprises, foundations, and non-profit organizations, etc. In addition, it allows you to add meaningful metadata and comments to content created individually or collaboratively. MYWORLDCONEKTER S.A.P.I. DE C.V. is committed to protecting the privacy of users and complying with relevant laws. This Privacy Policy describes the general rules that apply to all of our global users, as well as the rules that apply specifically to users in Mexico and current framework agreements.

Information Collection and Use Practices

You can choose to make your content public for anyone to access or restrict access to a limited number of MYWORLDCONEKTER S.A.P.I. users. DE C.V., or keep the content private so that only you can access it.

Personal information

We collect personally identifiable information (“Personal Data”) from you when you voluntarily choose to provide Personal Data. We use the Personal Data we collect to provide and improve our services. Examples of Personal Data we collect include first name, last name, address, email address, telephone number, billing information, and relevant information about your subscription.

Use of personal data

MYWORLDCONEKTER S.A.P.I. DE C.V. uses the Personal Data you provide in a manner consistent with this Privacy Policy. If you provide Personal Data for a specific reason, we may use the Personal Data only in relation to the reason for which it was provided. When we receive your Personal Data with which you have registered, we may use that Personal Data to contact you on behalf of MYWORLDCONEKTER S.A.P.I. DE C.V. (via email or otherwise). MYWORLDCONEKTER S.A.P.I. DE C.V. and its affiliates also use your Personal Data and other non-personally identifiable information collected through the website to help us improve the content and functionality of the website, better understand our website users, and improve our services, reputation, and experience.

Aggregated Personal Data

In an ongoing effort to better understand our users, we may analyze Personal Data provided to the website on an aggregate basis. This aggregated information does not identify you personally. We may share this aggregated data with our affiliates, agents, and business partners. We may also disclose aggregated user statistics to describe our services to current and potential business partners and to other third parties for other lawful purposes.

Passively collected information

When you interact with us through the website, we receive and store certain additional, non-personally identifiable information. For example, we automatically receive and record information in our server logs from your browser, including your IP address, browser type and language, referring and/or exit pages and URLs, browser history, platform type, number of clicks, landing pages, cookie information, the pages you requested and viewed, the amount of time spent on particular pages, and the date and time. We only use this data in aggregate form, that is, as a statistical measure, and not in a way that identifies you personally. This type of aggregate data allows us to determine how often users use parts of the website or services so that we can make the website attractive to as many users as possible and improve our services. As part of this use of information, we may provide aggregate information to our partners about how our users, collectively, use the website. We share this type of statistical data so that our partners, clients, etc. also understand how often people use their services and website, so they too can provide you with an optimal online experience.

- As an example, we use Google Analytics, Oracle Cloud Value Chain Tools, Artificial Intelligence, IoT, Big Data, Search Engines, etc. to collect and review this information and to connect with Google Analytics advertising functions, SEO, etc., among other tools. This allows us to better inform and target relevant groups. We currently implement:

- Marketing with Google Analytics
- Google Display Network impression reporting

- Double Click platform integrations
- Demographics and interest reports from Google Analytics
- Artificial Intelligence, IoT, Big Data, etc.

Information collected by Google Analytics will only be merged with your Personal Data only if we obtain your prior written consent to do so.

Google Analytics offers you the option of data collection. It is also possible to stop this data collection and sending of information in your browser settings.

You may share Personal Data with:

Authorized service providers

Our authorized service providers are companies that perform certain services on our behalf. These services may include fulfilling orders, processing payments, delivering packages, providing customer service and marketing assistance, performing business and sales analysis, supporting website functionality, and participating in contests, sweepstakes, surveys, or other functions that we offer. These service providers may have access to your Personal Data to the extent necessary to perform their functions, but we do not allow them to share or use any of your Personal Data for any other purpose.

Affiliates of MYWORLDCONEKTER S.A.P.I. DE C.V.

We may share the information we collect, including personal data, with companies owned by MYWORLDCONEKTER S.A.P.I. DE C.V. or affiliates. Sharing information with our affiliates allows us to provide you with information about a variety of products and services that may be of interest to you. All MYWORLDCONEKTER S.A.P.I. companies DE C.V. comply with applicable privacy and security laws, and, at a minimum, in any commercial email they send to you, they will give you the opportunity to opt-out of receiving such email messages in the future.

Protection of MYWORLDCONEKTER S.A.P.I. DE C.V. and others

We may disclose Personal Data when we believe in good faith that disclosure is necessary to enforce or apply our Terms of Service (“TOS”) and other agreements, or to protect the rights, property, or safety of our company, our employees, our users, or others. This includes, among

others, the exchange of information with other companies and organizations for fraud monitoring, detection, and prevention.

In response to a subpoena or similar investigative demand, a court order, or a request for cooperation from a law enforcement or other government agency; to establish or exercise our legal rights; to defend against legal claims; or as required by law. In such cases, we may raise or waive any legal objection or available right reserved to us.

Disclosure and information sharing practices

You can specify whether or not you want your content to be accessible to the public, to a specific group, to a select group of people of your choice, or if it should be accessible only to you privately (only you can access it with your ID provided by MYWORLD CONEKTER S.A.P.I. DE C.V. and password).

Practices Regarding Your Ability to Update or Delete Information

You can delete individual content that you have with MYWORLD CONEKTER S.A.P.I. DE C.V. by selecting the content you wish to remove and then contacting the department and/or authorized personnel in writing.

Communication with you

At MYWORLD CONEKTER S.A.P.I. DE C.V., formal communication is managed through official communication tools, email, and subscriptions as binding criteria.

Projects

Content Ownership

- The owner of the project is responsible for all the content created in it, or whoever has been instructed for said activity.
- As the owner of the contents, you have the right to carry out the actions you consider appropriate, and they remain under your guardianship, control, and responsibility; otherwise, MYWORLD CONEKTER S.A.P.I. of C.V. will be exempt from any responsibility at any time and stage of the project.

Collaboration

- All work performed by collaborators is the property of the project owner. The project owner has the right to add and remove members from his project at his discretion, need, and responsibility.

EU users

On May 25, 2018, a new European privacy law, the General Data Protection Regulation (GDPR), came into force. It imposes new rules on companies, government agencies, non-profit organizations, and other organizations that offer goods and services to people in the EU or that collect and analyze their data. The GDPR applies regardless of where the data is processed and where the organization processing the data is physically located. It is intended to strengthen the rights of users in light of rapid technological developments and the increasing globalization of business operations involving any form of personal data processing.

- The GDPR regulates the “processing” of personal data for EU individuals, including collection, storage, transfer, or use. The term “personal data” is very broad under the new regulation and extends to any information relating to an identified or identifiable individual (a “data subject”).

- The GDPR also expands the concept of sensitive data (personal data that reveals: racial/ethnic origin, political/religious opinions, etc., union membership, health, sex life and sexual orientation, genetic and biometric data).

- MYWORLDCONEKTER S.A.P.I. DE C.V. You can assure your users that you do not process any of this sensitive data.

- MYWORLDCONEKTER S.A.P.I. DE C.V. is committed to complying with EU data protection regulations and offers its EU users a number of important guarantees, including the following:

- ❖ We will maintain your data within our tools, servers, virtual machines, systems, platforms, etc. property of MYWORLDCONEKTER S.A.P.I. DE C.V. and our trusted third parties, except where disclosure is required by law, for example, to government bodies, Mexican law, and specialized agencies based on current framework agreements.
- ❖ Some of our trusted third parties may need to transfer personal data abroad. Being responsible for the personal data of its users, MYWORLDCONEKTER S.A.P.I. DE C.V. always ensures that your data remains protected and secure when transferred.
- ❖ MYWORLDCONEKTER S.A.P.I. DE C.V. will process your data only in accordance with a legitimate purpose, that is, to provide and improve our services.

MYWORLDCONEKTER S.A.P.I. DE C.V. follows their instructions regarding the storage and processing of your data. It is important to note that the consent given by you to receive information about a variety of products and services from MYWORLDCONEKTER S.A.P.I. DE C.V. offers can be withdrawn at any time.

- ❖ Users of MYWORLDCONEKTER S.A.P.I. DE C.V. have the “right to be forgotten”, which means the right to demand that MYWORLDCONEKTER S.A.P.I. DE C.V. delete personal data about you under certain conditions, including if the personal data is no longer necessary for the original purpose of the processing or if the data subject withdraws consent to the processing.
- ❖ You will now also have the right, in certain circumstances, to receive the personal data that you have provided to MYWORLDCONEKTER S.A.P.I. DE C.V. in a structured, commonly used, and machine-readable format.
- ❖ MYWORLDCONEKTER S.A.P.I. DE C.V. has and will maintain technical and organizational measures to guarantee the security of your data.
- ❖ MYWORLDCONEKTER S.A.P.I. DE C.V. will notify you of a security incident without undue delay after becoming aware of the security incident.

Rest of the world

Everything will be completed in accordance with the agreements signed by the United Mexican States.

Others

When you use the Services of MYWORLDCONEKTER S.A.P.I. DE C.V., you are subject to the Terms of Service (TDS) of MYWORLDCONEKTER S.A.P.I. DE C.V.

Ask if you have questions about these services and you can contact us through info@myconekter.com and through the official social networks that appear on the page www.myconekter.com.

The page www.myconekter.com describes the products and services, as well as practices of MYWORLDCONEKTER S.A.P.I. DE C.V. with respect to particular services. This information may change as MYWORLDCONEKTER S.A.P.I. DE C.V. reviews this information by adding or removing features or using different service providers, content and relevant information.

Version 1

Valid since July 15, 2023