**Privacy Notice**

1. **Data Controller**

The purpose of this Privacy Notice is to inform you that the Motion Picture Association, with domicile at Porsche Center, 9th Floor in Carretera Mex – Toluca 5420, Cuajimalpa de Morelos, Col. El Yaqui, 05320, Ciudad de México, D.F. (“Company”) is responsible for the collection, use, disclosure, storage, access, handling, transfer, disposal and protection (“Processing” or “Process”) of your Personal Data in terms of the Federal Act on the Protection of Personal Data held by Private Parties, its regulations and the Privacy Notice Guidelines (“Data Privacy Act”).

1. **Personal Data**

Personal Data

Company will process one or more of the following types of information about you for the purposes mentioned in this Privacy Notice (“Personal Data”): **Identification data** (name, nickname, username, email or mailing address, telephone number).

Sensitive Personal Data

Company does not Process Sensitive Personal Data.

Minors & Disabled Personal Data

Company is committed to protecting the privacy of minors and disabled persons. Company may Process Personal Data of minors or disabled persons for the fulfilment of the purposes mentioned in this Privacy Notice, in the understanding that you, as the parent, tutor or legal representative of the minor and/or disabled person, have already provided to Company the express consent for such Processing. If you as the parent, tutor or legal representative of the minor and/or disabled person are aware of the fact that his/her Personal Data has been provided to Company without your express consent, you may request that such personal data are cancelled by sending an e-mail to Company’s Data Protection Officer at [privacy@mpaa.org](mailto:privacy@mpaa.org%3c), and Company will refrain from Processing the Personal Data of the relevant individual, unless otherwise permitted by the Data Privacy Act.

1. **Purposes for Processing Personal Data**

Company will process your Personal Data to the extent necessary to detect, investigate and deter the unauthorized copying, viewing, use, distribution and sale of protected and copyrighted motion pictures.

Company will not Process your Personal Data for any other purpose incompatible with the purposes described in this Privacy Notice, unless Company has obtained your appropriate consent or it is required or permitted by the Data Privacy Act and/or other applicable laws. The Company will take reasonable measures to ensure that the Processing of your Personal Data is accurate and complete for carrying out the purposes described in this Privacy Notice.

1. **Transfer of Personal Data**

Company may transfer your Personal Data to our affiliates and subsidiaries to the extent such disclosure is limited to the purposes described in this Privacy Notice and our affiliates and subsidiaries operate under similar data protection policies. This may include transferring your Personal Data to affiliates or subsidiaries that are located in other countries.

We also may transfer your Personal Data without your consent where the transfer (i) is necessary or legally required to safeguard a public interest or for the procurement or administration of justice; or (ii) is necessary for the recognition, exercise or defense of a right in a judicial or administrative proceeding.

From time to time, we may transfer your Personal Data to unaffiliated third parties, whether domestic or foreign, with the understanding that the unaffiliated third party will assume the same obligations of Company for Processing your Personal Data and the transfer will be limited to the fulfilment of the purposes described in this Privacy Notice. In addition, we may transfer your Personal Data to an unaffiliated third party in the event we sell or transfer all or a portion of our business or assets. The Company has contractually bound these unaffiliated third parties to appropriate data security and confidentiality protections in accordance with the Data Protection Act. You hereby authorize the transfer of your Personal Data to such unaffiliated third parties.

1. **Security Measures**

Company will maintain appropriate administrative, technical and physical measures to protect Personal Data that are consistent with the Data Privacy Act, including requiring third parties to use appropriate measures to protect the confidentiality and security of Personal Data.

1. **Personal Data Retention**

Company will retain your Personal Data for the period necessary to fulfil the purposes outlined in this Privacy Notice, unless a longer retention period is required or permitted under the Data Privacy Act.

1. **ARCO Rights**

Pursuant to the Data Privacy Act, you enjoy the rights of Access, Rectification, Cancellation and Opposition to Processing, also known as “ARCO Rights” which are briefly described below:

* **Access**: right to access to Personal Data that Company keep on you and to obtain information relative to the conditions under which your Personal Data is Processed.
* **Rectification**: right to rectify your Personal Data in the event they are incorrect or incomplete.
* **Cancellation:** right to request Company to cancel your Personal Data when you consider that it is not being Processed according to the principles and duties provided in the Data Privacy Act.
* **Opposition to the Processing**: right to oppose the Processing of your Personal Data, when there is a legitimate cause or so that your Personal Data is not Processed for the specific purposes contained in this Privacy Notice.

For purposes of exercising your ARCO Rights, in order to request the revocation of your previously granted Processing consent and in general to formulate any question or complaint in relation to the your Personal Data Processing or to know if there are other options available (additional to those established here) so that you may limit the use or disclosure of your data, please contact Company’s Data Protection Officer at [privacy@mpaa.org](mailto:privacy@mpaa.org). The aforementioned request must contain the following information:

* Your full name, address and contact information for answering to your request.
* Document(s) that prove your identity.
* Clear and precise description of the reasons for the exercise of your ARCO Rights with respect to your Personal Data in question.
* Any other element or document that facilitates the location of your Personal Data.
* Indicate the modifications you wish to make and/or the limitations on the use of your Personal Data.
* Provide to Company your request and the documentation that supports your petition.

Company will notify you the validity or invalidity of your request in no more than 20 (twenty) business days from the date that your petition has been received by Company. This time period could be extended by Company once for an equal period, if and only when the circumstances of the case justify it. In compliance with the Data Privacy Act, Company will send you its response with the proof pertinent to its resolution. Your requests for exercising your ARCO Rights will be evaluated as provided in the Data Privacy Act and their validity or invalidity will be resolved by Company taking into consideration the Data Privacy Act dispositions. Please consider that your requests may not be granted in those cases in which the Processing is necessary in order to comply with the Data Privacy Act. If your request is valid, Company’s resolution will be enforceable within the next 15 (fifteen) business days after having communicated to you by Company.

Receiving Company’s response to your request for exercising your ARCO Rights will be completely free of charge. You will only be responsible for the costs associated with sending or

duplicating documents (in photocopies or in other formats) of which, if necessary, you will be

informed by Company.

You can initiate the rights protection procedure before the *Instituto Nacional de Transparencia,*

*Acceso a la Información y Protección de Datos Personales* (“INAI”) at Insurgentes Sur No. 3211,

Insurgentes Cuiculco, Delegración Coyoacán, C.P. 04530, in response to the resolution received

by Company. That procedure should be brought by you within the 15 (fifteen) business days

from the date on which Company’s resolution was communicated to you. In the event that you do not receive any the response from Company, you may initiate the rights protection

procedure before the INAI after the deadline for Company’s response has passed. In this case, it will be sufficient for you to accompany your data protection request with the document proving the date on which you filed the request to Company for the exercise of your ARCO Rights.

1. **Withdrawing Consent**

You may withdraw any consent you provided to Company, at any time, to the Processing of

your Personal Data. Your requests for withdrawing your consent will be evaluated as provided in the Data Privacy Act and their validity or invalidity will be resolved by Company taking into consideration the Data Privacy Act dispositions. Please consider that your requests may not be granted in those cases in which the Processing is necessary in order to comply with the Data Privacy Act.

1. **Limits to the Personal Data Processing**

You may limit the Processing of your Personal Data by sending an e-mail to Company’s Data

Protection Officer at [privacy@mpaa.org](mailto:privacy@mpaa.org). Company will evaluate your request in compliance with the Data Privacy Act and in case it is appropriate, Company will limit the Processing of your Personal Data by excluding you from Company’s data base to the extent such exclusion will not hinder the fulfilment of the purposes provided in this Data Privacy Notice.

1. **Updates to this Privacy Notice**

Company reserves the right to amend or update this Privacy Notice at any time. Company will post a prominent notice on Company’s website to notify you of any significant changes to this Privacy Notice.

1. **Contact Company**

If you have any questions or comments about this Privacy Notice or if you would like to update

your Personal Data, please send an e-mail to Company’s Data Protection Officer at privacy@mpaa.org.

1. **Granting your consent for Personal Data Processing**

You hereby acknowledge that you have read and understood this Privacy Notice and you agree

and abide to its terms and conditions; by doing so you are consenting to Company Processing and transferring your Personal Data for the purposes described in this Privacy Notice.