

Agropark Morelia® Privacy Policy

This privacy policy has been compiled to better serve those who are concerned with how their "Personal Information" (PI) is being used online. PI is information that can be used on its own or with other information to identify, contact, or locate a single person, or to identify an individual in context. Please read our privacy policy carefully to get a clear understanding of how we collect, use, protect or otherwise handle your Personal Information in accordance with our website.

What personal information do we collect from the people that visit our website?

When registering on our site, you may be asked to enter your name, email address, mailing address or other details so that we can provide our services to you.

When do we collect information?

Agroparque Morelia Asset Management S.A.P.I. de C.V. can collect personal information, and information generated by the user, from the moment in which this accepts the Terms and Conditions for the use of the website and this Private Policy, through an account to use the services that can be contracted and requested through Agropark Morelia. The information collected includes the data, and all the information that Agropark Morelia can store, process and / or access, as well as its service providers, for marketing, lead generation, service development and improvement, analytics, industry and market research, the generation of studies and reports and other purposes compatible with the legitimate business needs of Agropark Morelia and its Affiliates. When sending information to Agropark Morelia during the account creation process and / or through the use of the Services, you agree to such collection and the use of your business data and your personal data, with the exception of those classified and agreed between the parties as confidential.

In case of rectification in the Data, you are obliged to provide us with the correct data and the necessary documentation that proves it within a maximum period of twenty (20) days from when you accessed Agropark Morelia Services, by written communication.

How do we use your information?

We may use such information in the following ways:

- To personalize your experience on our site and to allow us to deliver the type of content and product offerings in which you are most interested.
- To improve our website in order to better serve you.
- To allow us to better service you in responding to your customer service requests.
- To administer a contest, promotion, survey or other site feature.
- To quickly process your transactions.
- To send periodic emails regarding your order or other products and services.

How do we protect the information we receive?

Our site is reviewed on a regular basis for security vulnerabilities in order to make your visit to our site as safe as possible.

Your personal information is contained behind secured networks and is only accessible by a limited number of persons who have special access rights to such systems, and are required to keep the information confidential.

We implement a variety of security measures when a user places an order, enters, submits, or accesses their information to maintain the safety of your personal information.

All transactions are processed through a gateway provider and are not stored or processed on our servers.

Do we use "cookies"?

Yes. Cookies are small files that a site or its service provider transfers to your computer's hard drive through your Web browser (if you allow) that enables the site's or service provider's systems to recognize your browser and capture and remember certain information. They are also used to help us understand your preferences based on previous or current site activity, which enables us to provide you with improved services. We also use cookies to help us compile aggregate data about site traffic and site interaction so that we can offer better site experiences and tools in the future.

We use cookies to:

- Help remember and process the items in the shopping cart.
- Understand and save user's preferences for future visits.
- Compile aggregate data about site traffic and site interactions in order to offer better site experiences and tools in the future. We may also use trusted third party services that track this information on our behalf.

You can choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off all cookies. You do this through your browser (like Internet Explorer) settings. Each browser is a little different, so look at your browser's Help menu to learn the correct way to modify your cookies.

If you disable cookies off, some features will be disabled. It will turn off some of the features that make your site experience more efficient and some of our services will not function properly.

Third Party Disclosures

We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information unless we provide you with advance notice. This does not include website hosting partners and other parties who assist us in operating our website, conducting our business, or servicing you, so long as those parties agree to keep this information confidential. We may also release your information when we believe release is appropriate to comply with the law, enforce our site policies, or protect ours or others' rights, property, or safety.

However, non-personally identifiable visitor information may be provided to other parties for marketing, advertising, or other uses.

Third party Links

Occasionally, at our discretion, we may include or offer third party products or services on our website. These third party sites have separate and independent privacy policies. We therefore have no responsibility or liability for the content and activities of these linked sites. Nonetheless, we seek to protect the integrity of our site and welcome any feedback about these sites.

Transfer Of Your Personal Information

Your information, including personal information, may be transferred to — and maintained on — computers located outside of your state, province, country or other governmental jurisdiction where the data protection laws may differ from those from your jurisdiction.

We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Policy and no transfer of your personal information will take place to an organization or a country unless there are adequate controls in place including the security of your data and other personal information.

Disclosure Of Your Personal Information

If we are involved in a merger, acquisition or asset sale, your personal information may be transferred. We will provide notice before your personal information is transferred and becomes subject to a different Privacy Policy.

Under certain circumstances, we may be required to disclose your personal information if required to do so by law or in response to valid requests by public authorities (e.g. a court or a government agency).

Retention of Your Personal Information

We will retain your personal information only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use your information to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

Changes to the Private Policy

Agropark Morelia may make modifications to the Private Policy, as long as the applicable legal provisions are respected and changes are intended to fulfill the purposes stated herein and / or purposes related to the Service.

When modifications are made to the Policy, Agropark Morelia will make them available to the owner of the information, as well as the new full Private Policy, through a link within the website and other portals managed by Agropark Morelia.

Sensitive Personal Data

Sensitive Personal Data are those Personal Data that affect the most intimate sphere of its owner, or whose misuse may give rise to discrimination or entail a serious risk for it.

In particular, those that may reveal aspects such as racial or ethnic origin, present and future health status, genetic information, religious, philosophical and moral beliefs, union affiliation, political opinions, sexual preference are considered sensitive. Sensitive personal data are not necessary to provide the Service, so they are not of interest to Agropark Morelia and will never be requested by any purpose.

Service Providers

We employ third party companies and individuals to facilitate our Website ("Service Providers"), to provide our Website on our behalf, to perform Website-related services or to assist us in analyzing how our Website is used. These third-parties

have access to your personal information only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.

Analytics

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our Service. This data is shared with other Google services. Google may use the collected data to contextualize and personalize the ads of its own advertising network.

You can opt-out of having made your activity on the Service available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google Analytics JavaScript (ga.js, analytics.js, and dc.js) from sharing information with Google Analytics about visits activity.

For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page: <http://www.google.com/intl/en/policies/privacy/>

Contacting Us

If there are any questions regarding this privacy policy you may contact us.

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