

# NOTICE OF PRIVACY

“L´HOTEL PERLA BOUTIQUE”, with address at Calle 6 Sur 503 Colonia Centro Puebla Pue. C.P. 72000 (hereinafter "The Hotel") is responsible for the confidentiality, use and protection of the personal information that will be provided to us by the different means we use to disseminate our services.

Your personal information will be used for identification purposes in any type of legal or business relationship you carry out with us, including the acquisition of the services offered, sending you information about them, sending you our catalog of promotions, inviting you to participate in events, contests and raffles and for marketing and commercial prospecting purposes, as well as to evaluate the quality of the service we provide.

For the above purposes, we may require your name, address, telephone, email, RFC, date and place of birth, gender, nationality, age, credit and asset information. You have the right to access, rectify and cancel your personal data, as well as to oppose their treatment or revoke the consent that you have given us for this purpose, through the procedures that we have implemented.

To learn about these procedures, requirements and deadlines, you can contact our Customer Service Center through our email [hello@laperlahotelboutique.com](mailto:hello@laperlahotelboutique.com) We promise not to transfer your personal information to third parties without your consent, except for the exceptions provided in Article 37 of the Federal Law on the Protection of Personal Data Held by Private Parties, as well as to carry out this transfer in the terms established by that Law.

If you do not express your opposition to the transfer of your personal data, it will be understood that you have consented to it. If you wish to stop receiving promotional messages from us, you can request it through the channels mentioned in this Privacy Notice. Changes to this privacy notice will be published on this same web page.