

PRIVACY POLICY

Altavista Club it is committed to protect your privacy. In order to fulfill this commitment, Altavista Club has developed this privacy policy regarding the collection, use, preservation and disclosure of personal information collected in accordance with applicable laws.

When you use Alavista Club travel services, whether to make searches, sign in to receive offers and news, or purchase any service through any other of its sale channels, call center, website or mobiles you trust information to us. This Privacy Policy seeks to help you understand which data we collect, why we do it, and what we do with such data.

You, as a user, accept the practices detailed below, so we recommend you to carefully read the information offered to you.

The person in charge of the data base is Altavista Club., domiciled at **Corporativo Malecon Americas, Av. Bonampak SM 6 Mz 1 Lt 1, C.P. 77500, Cancún, Q.R Mexico**

PERSONAL INFORMATION

In order to book travel services at Altavista Club, you must provide us with certain personal information as follows

Information including first and last name, identity card number or valid identification, nationality, tax identification number, and contact information (such as phone number, address or email address). Must also provide us information of your debit or credit card (such as credit card number, security code, card holder's name, and expiration date).

At its sole discretion, Altavista Club may confirm the Personal Information furnished resorting to public entities, specialized companies or risk centrals; therefore, we are expressly authorized by you. The information obtained by Alavista Club these entities will be held on a confidential basis.

You may always choose not to give us information, but, in general, certain information is required from you to purchase or book travel services at Altavista Club. If You choose not to give us certain information, You may not be able to purchase from us.

If you make a travel reservation in the name of a third party, you shall previously obtain the consent of such third party before providing us with his/her Personal Information. If such third

party is not of age, according to the applicable law, you represent to have the necessary powers to provide such Personal Information and accept this Privacy Policy.

You may also give opinions, comments and suggestions by voluntarily participating in surveys and/or questions sent by e-mail or from the Website or the Application. In this case, in order to give other users real testimonials on service experiences, you accept and agree that all opinions sent by you may be published in Altavista Club Website and/or Application, or in other Sites and/or Applications of vendors engaged with Altavista Club. In such case, You can do it by identifying yourself with your full name and/or surname, picture, comment and nationality. Upon giving us your opinion, or loading real pictures through the Website, You irrevocably assign Altavista Club any property rights on such pictures and opinions. We remind you that you can express your opinion on an anonymous basis or delete it, as detailed in the procedure below in this Privacy Policy

Always bear in mind that when you post information in a public area of this Website (including, without limitation: ads, chat groups, electronic picture albums and comments on products and services), you are making it available to other members, users of the Website and the public in general, which is out of control of Altavista Club. Please remember the foregoing and be careful with the information you decide to disclose.

THIRD PARTIES POLICY

As long as permitted by law, Altavista Club may also obtain Personal Information about you and add it to the Personal Information given by You, whether from affiliated entities, business partners, and other sources of independent third parties, such as public data bases, information collected during a phone conversation with the customer care center and/or through interactive applications. Take into account that all information collected about You may be combined with your Personal Information. Any Personal Information obtained by Altavista Club by the means herein described will be treated according to the provisions of this Privacy Policy.

If You register in Altavista Club through your personal account in a social network, you expressly agree that Altavista Club can:

Access, at any time, the whole information contained in your Personal Account, specially including, without limitation, your Personal Information, information on your interests, tastes, contacts and any other content kept in your Personal Account.

In such account, include messages, pictures, videos and any other type of content.

Send information or messages for the purpose to make bookings at Altavista Club.

COOKIES AND BEACONS POLICY

Altavista Club automatically collects certain information on the activity of its Users. Such information may include the source URL (whether they are or not at Altavista Club Website), what URL they often access, what browser they are using and their IP addresses. Also visited pages and searches done.

In order for the Website to work correctly, Altavista Club uses cookies of its own and from third parties.

Cookies are specific types of information transmitted by a website to the hard disk of the User's computer for the purpose of keeping records. Cookies may be used to facilitate the use of a website, by saving passwords and preferences while the User explores the Internet.

On its part, "web beacons" are images inserted in an Internet page or email, which may be used to monitor the behavior of a visitor, such as storing information on the user's IP address, length of time of interaction in such page, and type of browser used, among others.

COOKIES

Although most of browsers accept "cookies" and "web beacons" automatically, at all times, You may choose not to receive a file of cookies by enabling your browser to reject cookies or inform you before accepting them (for more information, check www.aboutcookies.org).

Bear in mind that cookies preferences must be set for each browser (Internet Explorer, Google Chrome, Mozilla Firefox or Safari), and that, by rejecting cookies, you may not access many travel services and planning tools offered by this Website.

Our Website uses different types of cookies:

Technical cookies:

are used for the proper operation of the website.

Functional cookies:

are necessary to offer services requested by users of this website.

Analytical cookies:

allow to see the browsing behavior of visitors in the website, as well as registering the content seen by them and of their interest. This helps us to improve the service offered, since this way we can secure that our users find the information they are looking for.

Social cookies:

allow to provide functionalities related to social networks (Facebook, Google and Twitter) by enabling and controlling the interaction with social widgets in the website.

Associated cookies:

enable to follow up visits coming from our affiliated websites.

Publicity cookies:

collect information on your preferences and choices in the website. They are aimed at advertising networks, where are later used to show customized advertising in other websites.

Identification cookies:

enable the identification of visitors and the definition of matches with personal data included in our files, in order to send pertinent personal communications.

Cookies are specific types of information transmitted by a website to the hard disk of the User's computer for the purpose of keeping records. Cookies may be used to facilitate the use of a website, by saving passwords and preferences while the User explores the Internet

DATA COLLECTION

You expressly authorize Altavista Club to register and handle your Personal Information for these purposes:

- To manage your booking travel services, complete transactions started by you, and process invoices or other tax documentation;
- To offer you products and services, and answer your questions and comments;
- To send you confirmations and updates on your trip, as well as any relevant information in such regard. This information may be sent via email, SMS or Whatsapp to the mobile given by you. These messages may contain information on Altavista Club services, as well as contact data of vendors that may help you with your trip experience at destination.
- To contact you for client service purposes, make surveys, statistics or analysis on consumption habits or preferences, notify you by email special offers and products and services related to trips that you may be interested in, except that you do not want to see

- For the purpose of offering better services or providing its users with information related to your preferences, Altavista Club may also develop internal studies on interests, behaviors and demography of users, to better understand their needs and interests, improve our business and promotional initiatives, customize its contents, its presentation and services, show advertising or promotions, banners of interest to our users.

Furthermore, Altavista Club uses the information of debit or credit cards (such as the name of the card holder, card number and expiration date) only for the purpose of completing the bookings for travel services, including sending your data to final vendors of services, in order to manage your bookings and/or purchase orders. Furthermore, You may choose that Altavista Club reminds certain data of your card and billing, which will automatically appear upon entering Altavista Club website and/or Application.

SHARE INFORMATION

You give your unequivocal consent so that Altavista Club can share the relevant Personal Information of its users with vendors for managing its bookings and/or purchase orders, such as airlines, hotels, tourism companies that render services at destination, vehicle rental companies, wholesalers, and other vendors of products and services that may be hired by you through our Website or call center. In addition, You accept to share your Personal Information with vendors rendering services to Altavista Club, including credit cards, business analytics, customer care service, marketing and fraud prevention.

Altavista Club may authorize service vendors to collect Personal information in your name, including, as needed, to operate certain elements of our Website and/or our Application or to facilitate the delivery of on-line advertising according to your interests. Besides, Altavista Club may share Personal Information with business partners, who we could jointly offer products or services with. Such vendors and business partners are subject to strict non-disclosure agreements that prohibit the unauthorized use or disclosure of Personal Information which they have access to. Altavista Club may also share your Personal Information for the purpose of complying with applicable rules and cooperate with competent authorities.

Finally, Altavista Club may also share your Personal Information with companies belonging to Altavista Club. In the event of any transfer of personal data, the personal data recipient shall assume the same obligations as the disclosing party.

Bear in mind that, if You furnish information on a free and voluntary basis, on your own initiative, directly to service vendors (whether they are service vendors in Altavista Club or not), such service vendors shall collect, treat and keep this information according to their own privacy policies. Altavista Club is not liable for the undue use of the Personal Information that may be done by third companies out of the website or the application.

PROTECT PERSONAL INFORMATION

All Personal Information is collected and stored in servers physically located in the Mexico. Altavista Club may relocate these servers in any other country, in the future, and may store Personal Information in the United States or in other countries, for back-up purposes. Altavista Club undertakes to secure the compliance of any legally enforceable standards for the protection and safekeeping of your Personal Information, through the execution of agreements whose purpose is the privacy of your personal data.

Personal Information shall be treated with the degree of legally enforceable protection to secure its safety, and avoid its alteration, loss, unauthorized treatment or access.

OPT-OUT POLICY

When You make transactions or register as user in Altavista Club, you may choose to receive e-mail promotions, messages or alerts on offers, as provided by applicable laws. In such regard, in each message received you will have the chance to cancel your subscription.

Bear in mind that the exercise of the opt-out right refers to e-mail promotions, messages or alerts on offers. Therefore, You will continue receiving communications regarding the status of your active bookings. In addition, in certain cases, Altavista Club shall keep certain Personal Information on file, for the purpose of solving disputes or claims, detecting problems or issues and solve them, and comply with the provisions of the General Terms and Conditions for a term set forth by law. In any case, the Personal Information of a user will not be immediately deleted from our files for legal and technical reasons, including safety support systems. Therefore, although Altavista Club undertakes to endeavor its best efforts taking into account the status of the technique, not every Personal Information may be finally deleted.

EXERCISE YOUR RIGHTS

You may exercise them by any of the options below:

- By sending the respective request at the address specified above, or by sending it by e-mail to the address rockandrace@altavistaclub.com. In your request, you shall specify your full name and a document evidencing the legal representation of the holder, attach a simple copy of your identity card, specification of your email and postal address for notices and a contact telephone number, and a clear and accurate description of personal data on which you intend to exercise the rights of access, rectification and cancellation and documents supporting the change.
- Once the requirements above are met, and provided that the request can be granted, Altavista Club shall notify You, if it has allowed or rejected the request.

If you have questions about this Privacy Policy, Altavista Club practices or your transactions at Altavista Club page www.altavistaclub.com

Version of the Privacy Policy until Februar 01, 2018