

## PRIVACY NOTICE

### Who we are and how to contact us

In compliance with the Federal Law on the Protection of Personal Data Held by Private Parties and its Regulations, hereinafter referred to as the "LAW", **TECNOLOGÍA Y EFICIENCIA EN ROBÓTICA Y AUTOMATIZACIÓN, S.A. DE C.V.**, hereinafter TERA, with address at José Musa de León No. 2475 Col. Valle Real, Saltillo, Coahuila, as the entity responsible for the processing of the personal data it collects, makes available this Privacy Notice.

### Definitions

**Privacy Notice:** A document made available to the owner of the information in physical, electronic, or any other format generated by the controller, from the moment personal data is collected, to inform them of the purposes of its processing.

**Blocking:** Identification and preservation of personal data once the purpose for which it was collected has been fulfilled, with the sole purpose of determining possible responsibilities related to its processing, until the expiration of legal or contractual limitation periods. During this period, personal data may not be processed, and once it ends, the data will be deleted from the corresponding database.

**Consent:** Expression of the will of the Data Subject based on which the processing of personal data is carried out.

**Implied Consent:** It will be understood that the DATA SUBJECT has consented to the processing of the data when, having been made aware of the Privacy Notice, they do not express their opposition.

**Cookies:** Data files that websites place on your device to recognize you when you return to the site. Cookies track your movements within the site, help you resume where you left off, remember your username and preferences, personalize site content, and deliver targeted marketing.

**Personal Data:** Any information relating to an identified or identifiable individual, as well as legal entities and their legal representatives.

**Personal Financial Data:** Any financial information obtained about an identified or identifiable person in connection with the provision of services.

**Sensitive Personal Data:** Personal data that affects the most intimate sphere of its holder, or whose improper use could lead to discrimination or a serious risk to the individual.

**Dissociation:** The procedure by which personal data cannot be associated with the data subject nor allow, by its structure, content, or degree of disaggregation, the identification of the data subject.

**Processor:** A natural or legal person, other than the Controller, who alone or jointly with others processes personal data on behalf of TERA.

**Controller:** A private individual or legal entity that decides on the processing of personal data. For the purposes of this Privacy Notice, the Controller shall be TERA.

**Data Subject:** Any individual or legal entity whose personal data is collected by TERA in connection with the acquisition or use of its products or services, as well as the use of TERA's website and social media.

**Processing:** The collection, use, disclosure, or storage of personal data by any means. Use includes any action of access, handling, use, referral, transfer, or disposal of personal data.

**Transfer:** Any communication of personal data made to a person other than TERA or the data processor.

**Referral:** The communication of personal data between the controller and the processor, within or outside the territory of Mexico.

### **What Personal Data do we collect?**

To fulfill the purposes set out in this Privacy Notice, TERA collects the following Personal Data:

- **Contact Data:** Proof of address, delivery address (if applicable), email address, landline and mobile phone number.
- **Tax Data:** Any tax-related information required from time to time by the competent tax authorities to comply with applicable regulations.
- **Identification Data:** As contained in the official ID of the Data Subject, including name, handwritten and/or digital signature, Federal Taxpayer Registry (RFC), date of birth, age, nationality, CURP, and image.
- **Sensitive Personal Data:** Video or photo image, voice recordings, financial or asset data, fingerprint, and facial image.

### **Consent to the Privacy Notice**

TERA provides this Privacy Notice at its offices located at José Musa de León No. 2475 Col. Valle Real, Saltillo, Coahuila, as well as on its website and social media. Your consent to this Privacy Notice is given when personal data is collected to request information about services and the marketing of industrial supplies offered by TERA, and/or when you express your will through physical and/or electronic means established for this purpose, thereby acknowledging that:

1. You have been informed of this Privacy Notice.
2. You give your express consent for the processing of your personal and sensitive personal data in accordance with this notice.

### **Information about data referral and storage**

Your personal data will be stored in Mexico for its processing and for the purposes described in this Privacy Notice. If applicable, such storage will be carried out in accordance with applicable laws. The personal data will be retained for the duration of the business or personal relationship with TERA and for 10 years thereafter.

When personal data is no longer necessary to fulfill the purposes set out in the Privacy Notice and that justified its processing under applicable legal provisions, it will be deleted after being blocked, if applicable. Once the retention period ends, which must not exceed 1 year from when the data was generated, it must be deleted.

The controller is obliged to delete data related to breach of contractual obligations once a period of seventy-two months has elapsed, counted from the calendar date on which said breach occurred.

### **Purposes of the processing of your Personal Data**

- The personal data collected by TERA will be used to fulfill the obligations set forth in the contract and to carry out the provision of the corresponding services.
- To identify and/or authenticate the Data Subject.
- To improve our products and services.
- To comply with the obligations imposed by applicable laws on TERA.
- For collection activities.
- For hiring personnel.
- For marketing, promotional, statistical, advertising, informational, or prospecting purposes.
- Quality surveys.

### **Transfer of personal data**

No transfer of personal data will be made, except those necessary to comply with properly justified and grounded requests from competent authorities.

### **ARCO Rights (Access, Rectification, Cancellation, and Opposition)**

You have the right to Access, Rectify, Cancel, and Oppose the processing of your Personal Data. Any Data Subject or their Legal Representative may exercise their ARCO Rights, including revoking their consent to the processing of their Personal Data, by following the procedure below:

1. Send an email to [tera.solutions.ef@gmail.com](mailto:tera.solutions.ef@gmail.com) addressed to the Data Protection Officer, including the following:
  - a. Full name of the data subject
  - b. Address
  - c. Email address to receive the response related to your request.
  - d. Phone number.
  - e. Subject line: ARCO Rights.
  - f. In the email body: reason for the request.
  - g. Arguments supporting the request.
  - h. Official identification document proving your identity and demonstrating that the person sending the email is who they claim to be.

- i. Clear and precise description of the personal data on which ARCO rights are to be exercised, and any other element or document that facilitates locating the personal data.
2. TERA will notify the data subject of the resolution of the request within a maximum of 20 business days from the date the access, rectification, cancellation, or opposition request is received.

### **Modifications to the Privacy Notice**

This Privacy Notice may be modified at any time and in the manner TERA deems appropriate, in accordance with studies and regulations arising in the field of personal data protection. TERA commits to keeping this Notice updated for consultation at its office, website, and social media so that the data subject may exercise their ARCO rights if applicable.

### **Applicable law and jurisdiction**

This Privacy Notice is governed by the applicable laws of the Mexican Republic, particularly the Federal Law on the Protection of Personal Data Held by Private Parties, its Regulations, and other related applicable provisions.

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