
PRIVACY NOTICE

In accordance with the provisions of the *Federal Law on Protection of Personal Data Held by Private Parties*, **José Antonio Bermúdez Martínez** makes the following Privacy Notice available to you.

José Antonio Bermúdez Martínez is responsible for the use and protection of your personal data. In this regard, and in compliance with the legal obligations established by the aforementioned Law, through this document we inform the owners of the data about the information collected from them and the purposes for which such information will be used.

In addition to the above, we inform you that **José Antonio Bermúdez Martínez** has his registered address at:

Tajín #634, Letrán Valle, Mexico City, 03650, CDMX.

Purposes of Data Collection

The personal data we collect from you will be used for the following purposes, which are necessary to establish our relationship with you and to provide the services and/or fulfill the requests you have made:

We collect personal and non-personal information for the following purposes:

- To provide and operate our services;
- To provide our users with ongoing customer service and technical support;
- To contact our visitors and users with general and personalized service-related notices and promotional messages;
- To create aggregated statistical data and other aggregated or inferred non-personal information that we or our business partners may use to provide and improve our respective services;
- To comply with applicable laws and regulations.

Data Collected

To carry out the purposes described in this Privacy Notice, we will use the following categories of personal data:

We receive, collect, and store any information you enter on our website or provide to us in any other way. We also collect the Internet Protocol (IP) address used to connect your computer to the Internet; login data, email address, password, computer and connection information, and purchase history.

We may use software tools to measure and collect session information, including page response times, duration of visits to certain pages, page interaction information, and methods used to navigate away from the page.

We also collect personally identifiable information (including names, email addresses, passwords, and communications), payment details (including credit card information), comments, suggestions, product reviews, recommendations, and personal profiles.

Data Sharing

We inform you that your personal data will **not be shared** with any authority, company, organization, or person other than us and will be used exclusively for the purposes stated above.

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

You have the right at all times to know what personal data we hold about you, how we use it, and the conditions of its use (*Access*). Likewise, it is your right to request the correction of your personal information if it is outdated, inaccurate, or incomplete (*Rectification*); to have it deleted from our records or databases when you consider it is not being used properly (*Cancellation*); and to object to the use of your personal data for specific purposes (*Opposition*).

These rights are collectively known as **ARCO Rights**.

To exercise any of these rights, you must submit the corresponding request through the following electronic address:

www.jamideas.mx

You may also use this address to learn about the procedure and requirements for exercising your ARCO rights. However, your request must contain the following information:

Likewise, you are informed that **JAM Ideas** has adequate and reliable procedures to handle any ARCO rights requests you may submit. These may be exercised through the form available upon request at the following email address:

rprivacidad@jamideas.mx

The response to your request will be provided within a maximum period of **10 business days**, and it will be communicated as follows:

Security Breach Notification

In the event of a security breach at any stage of personal data processing, **Bienes Raíces Verchy**, through its designated responsible party, will immediately notify the general public via the following website:

www.bienesraicesverchy.mx

so that individuals affected by the breach of their personal data may take appropriate measures to protect their rights.

Bienes Raíces Verchy reserves the right to modify this privacy notice.

Contact Information

The contact details of the person or department responsible for handling ARCO rights requests are as follows:

- a) Responsible party: **José Antonio Bermúdez Martínez**
- b) Address: *Tajín #634, Letrán Valle, Mexico City, 03650, CDMX.*
- c) Phone: **+52 55 4065 1387**
- d) Email: **privacidad@jamideas.mx**
- e) Other contact method: www.jamideas.mx

Revocation of Consent

You may revoke your consent to the use of your personal data at any time. Likewise, you may revoke the consent you have previously granted for the processing of your personal data. However, please note that not in all cases can we immediately cease the use of your data, as it may be required by law to continue processing it.

You should also consider that revoking your consent for certain purposes may mean that we are unable to continue providing the service you requested or that your relationship with us may be terminated.

To revoke your consent or limit the disclosure of your data, please send your request to the following email address:

joze@jamideas.mx

You may also request information on the procedure and requirements for revoking consent or limiting the use and disclosure of your personal information.

In any case, responses to your requests will be provided within a maximum period of **3 business days**.

Modifications to This Privacy Notice

This Privacy Notice may be subject to modifications, changes, or updates resulting from new legal requirements; our own needs related to the products or services we offer; our privacy practices; changes in our business model; or other reasons.

We are committed to keeping you informed of any changes to this Privacy Notice. However, you may request information regarding any updates through the following website:

www.jamideas.mx

Last updated: July 8, 2025