

The Privacy Policy posted on this Service was updated on November 22, 2018.

Thank you for using our Service, a digital service presented to you by Inmediatum S.A de C.V. ("Inmediatum S.A de C.V.", "Inmediatum", "we", "our", or "us"). Your privacy is important to us. As such, we created this privacy policy ("Privacy Policy") to explain our practices and policies about the way your information is collected and used by us, which includes any online or mobile websites, applications or digital services owned, operated or offered by, on behalf of, or in conjunction with Inmediatum through which this Privacy Policy appears (each a "Service," collectively the "Services"). "Users" are persons that use the Services. Beyond our Privacy Policy, users of our Services, are also subject to our Terms and Conditions.

We collect several different types of information for various purposes to provide and improve our Service to you.

Types of Data Collected

Personal Data

While using our Inspira Service, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you ("Personal Data"). Personally, identifiable information may include, but is not limited to:

- Email address
- First name and last name
- Phone number
- Cookies and Usage Data

Usage Data

We may also collect information on how the Service is accessed and used ("Usage Data"). This Usage Data may include information such as your computer's Internet Protocol address (e.g. IP address), browser type, browser version, the pages of our Service that you visit, the time and date of your visit, the time spent on those pages, unique device identifiers and other diagnostic data. We may also analyze and store your device language settings to provide you with the optimal experience of our Service.

Geo-location Information. If you are accessing our Service from a mobile device or through a mobile application, we may collect your (GPS level) geo-location information with us so we can customize your experience on our Services.

By using our site, or Mobile App, you have agreed to such collection, and in most cases, you will be able to turn off such data collection at any time by accessing the privacy settings of your device and/or through the settings in the applicable mobile application.

Tracking & Cookies Data

We may use cookies and similar tracking technologies to track the activity on our Service and hold certain information.

Cookies are files with small amount of data which may include an anonymous unique identifier. Cookies are sent to your browser from a website and stored on your device. Tracking technologies also used are beacons, tags, and scripts to collect and track information and to improve and analyze our Service.

You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Service.

Examples of Cookies we use:

- **Session Cookies.** We use Session Cookies to operate our Service.
- **Preference Cookies.** We use Preference Cookies to remember your preferences and various settings.
- **Security Cookies.** We use Security Cookies for security purposes.

Use of Data

Inmediatum Technology Services S.A de C.V. uses the collected data for various purposes:

- To provide and communicate with you about the Services or your account with us
- To provide and maintain the Service
- To notify you about changes to our Service
- To allow you to participate in interactive features of our Service when you choose to do so
- To provide customer care and support
- To provide analysis or valuable information so that we can improve the Service
- To monitor the usage of the Service
- To detect, prevent and address technical issues

Transfer Of Data

Your information, including Personal Data, 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 than those from your jurisdiction.

While you access our Services and choose to provide information to us, please note that we transfer the data, including Personal Data, to Mexico and process it there.

Your consent to using our Services and this Privacy Policy followed by your submission of such information represents your agreement to that transfer.

Inmediatum S.A de C.V. 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 Data 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 Data

Legal Requirements

Inmediatum S.A de C.V. may disclose your Personal Data in the good faith belief that such action is necessary to:

- To comply with a legal obligation
- To protect and defend the rights or property of Inmediatum S.A de C.V.
- To protect financial credit and accounts receivables
- To prevent or investigate possible wrongdoing in connection with the Service
- To protect the personal safety of users of the Service or the public
- To protect against legal liability

Security Of Data

The security of your data is important to us, but remember that no method of transmission over the Internet, or method of electronic storage is 100% secure. While

we strive to use commercially acceptable means to protect your Personal Data, we cannot guarantee its absolute security.

Your personal data collected by our web forms or mobile application will only be stored for the time you are an active user, member, subscriber or user of our Services and up to 1 year of archive time. Other passive usage data as previously described that is not associated with your personal identity, but may be stored in a User activity tool such as Google Analytics, may be stored up to 7 years for our trend analysis reports.

Service Providers

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

These third parties have access to your Personal Data only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.

Analytics

We may use third-party Service Providers to monitor and analyze the use of our Service.

Google 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: <https://policies.google.com/privacy?hl=en>

Links To Other Sites

Our Service may contain links to other sites that are not operated by us. If you click on a third party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Policy of every site you visit.

We have no control over and assume no responsibility for the content, privacy policies or practices of any third party sites or services.

Children's Privacy

Our Service does not address anyone under the age of 18 ("Children").

We do not knowingly collect personally identifiable information from anyone under the age of 18. If you are a parent or guardian and you are aware that your Children has provided us with Personal Data, please contact us. If we become aware that we have collected Personal Data from children without verification of parental consent, we take steps to remove that information from our servers.

Rights to access and control your personal information

Access to certain personal Information that is collected from our Services and that we maintain may be available to you. As an example, if you created a password-protected account within our Service, you can access that account to review the Information you provided. You are also able to update that data to make corrections.

You may also send an e-mail or letter to the following e-mail or street address requesting access to or correction of your personal information. Please include your registration information for our services such as first name, last name, the phone number associated with your account and e-mail address in the request. We may ask you to provide additional information for identity verification purposes or to verify that you are in possession of an applicable email account.

Contact us at hello@intermediatum.com, or at our address.

Inmediatum
Attention: Privacy Policy Coordinator
Av Chapultepec 77 Int 14
Col. Ladrón de Guevara

Gualdalajara, Jalisco
44600 Mexico

For personal information that we have about you, you can request the following:

Delete Data: You can ask us to erase or delete all or some of your personal data (e.g., if it is no longer necessary to provide Services to you and there is no legal restriction).

Change or Correct Data: If you have created an account on our website, you can edit some of your personal data through the customer profile settings. You can also ask us to change, update or fix your data in certain cases, particularly if it's inaccurate.

Object to, or Limit or Restrict, Use of Data: You can ask us to stop using all or some of your personal data (e.g., if we have no legal right to keep using it) or to limit our use of it (e.g., your personal data is inaccurate or unlawfully held).

Right to Access and/or Take Your Data: You may contact us to ask for the information that we have retained, how we have used it, and to whom we have disclosed it at any time by contacting us.

Changes To This Privacy Policy

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page.

We will let you know via email and/or a prominent notice on our Service, prior to the change becoming effective and update the "effective date" at the top of this Privacy Policy.

You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

Contact Us

If you have any questions about this Privacy Policy, please contact us:

Attention: Privacy Policy Coordinator
By email: hello@inmediatum.com