

## 1. Introduction

Pursuant to the provisions of the *Federal Law for Protection of Personal Information in Possession of Particulars of Mexico*, this privacy notice discloses the privacy practices for <https://mextax.com.mx/>.

As a general principle and value, we declare that we are committed to protecting and respecting your privacy.

As part of our normal business operations, we collect certain personal data from our clients or prospective clients that visit our website or contact us by any means possible. This Privacy Notice sets out the legal basis for processing any such personal data or personal information that we collect or that you provide to us. Please read this notice carefully to understand our practices regarding personal data or personal information. By visiting our website, completing an online form, or contacting us directly via email, by telephone, visiting any of our offices or completing a questionnaire, you are accepting the practices described in this Notice.

## 2. Who are we?

We provide accounting and general tax consultancy services in Mexico in compliance with Mexican Tax legislation and in conformity with applicable international standards such as but not limited to GAAP or IFRS.

## 3. Which are the applicable Data Protection Laws?

The applicable Data Protection Law is the *Federal Law for Protection of Personal Information in Possession of Particulars of Mexico* (hereinafter referred to as the “**Law**”).

## 4. Which type of data do we collect?

We may collect, use, store, process and transfer the following personal data about you. Personal data or personal information means any information from which an individual can be identified. It does not include data with the identity removed (anonymous data), data about you which is available to the general public or any data on a legal entity.

- **Identity data**

Title, first name, surname, parent’s name, date of birth, nationality, tax identification number, city and country of birth, ID document(s).

- **Contact Data**

Residential address, email address and phone number.

- **Financial Data**

Financial and credit information.

- **Profile Data**

Username, products used by you, occupation, occupation address, feedback, and survey responses.

- **Marketing Data**

Preferences for receiving marketing communications from us or from our third parties.

- **Transaction Data**

Payment details, including any financial data you provide us for the purpose of our mission and business relations.

- **Technical Data**

The internet protocol (IP) address used to connect your computer to the Internet, your login information, browser type and version, time zone setting, browser plug-in types and versions, operating system, and platform.

- **Usage Data**

Information about your visit, including the full Uniform Resource Locators (URL) clickstream to, through and from our sites (including date and time), products/services you viewed or searched for, page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks and mouse-overs) and methods used to browse away from the page and any phone number used to call our client service number.

## **5. How do we collect personal data?**

### **Direct Interactions**

Information you give us using our websites or our services:

- You may give us information about you by filling in forms on our sites or by corresponding with us by phone, email or otherwise. This includes information you provide when you register to use our sites, subscribe to our services, place an order, or engage in any transaction via our sites, or report a problem with our sites.
- You may give us information relating to beneficiaries, shareholders, trustees, and directors so we can provide our services. The information you give us may include their name, address, email address and phone number, financial and credit information.
- You may give us information relating to accounts held by financial institutions so we can provide our services. The information you give us may include the bank code, the bank country, the type of account, the name of the bank and the account number.

This may be through filling in forms on our sites or by corresponding with us by phone, email or otherwise. We must obtain appropriate consent before disclosing such information to us. Voluntarily providing us with this information you are deemed to have consented to this disclosure.

### **Third Parties or Publicly Available Information**

- We may receive information about you if you use any other websites we operate or other services we provide. This data may be shared internally and combined with data collected on this site.

- We may receive personal data while working with third parties (including but not limited to, for example, introducers, business partners, property managers, sub-contractors working for technical, payment and delivery service providers, advertising networks, analytics providers, search information providers, screening providers, identity verification service providers, A.I providers, credit reference agencies, etc.) and may receive additional information about you from them.
- We may receive personal data from public sources such as social media websites, news websites and company register worldwide.

We ensure full compliance with the Law irrespective of how we obtain any information.

## 6. How do we use personal data?

**We will only use your information when the applicable law allows and as described below:**

1. To enter into or perform a contract and provide a service to you.
2. To comply with a legal or regulatory obligation as a Data Controller and regulated business:
  - a. For crime prevention.
  - b. For compliance with anti-money laundering law and counter-terrorism financing law.
  - c. For compliance with requests for information from law enforcement, courts, or regulators.
3. When we have your consent:
  - a. If you are an existing client, we will only contact you with information about services similar to those which were the subject of previous discussions, service or negotiations for a service to you.
  - b. If you are a new customer, we will only contact you if you have consented to such.

You may withdraw this consent at any time by using the links provided at the bottom of marketing emails from us, or by contacting us. This will only affect the way we use personal information when the basis for doing so is your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. If this is the case, we will notify you.

4. To fulfil our legitimate interest or that of a third party, and any such interests are not overridden by your interests or rights in the protection of your personal data.

Please refer to the table below for the legal basis for processing your personal data:

PURPOSE OF THE PROCESSING	LEGAL BASIS FOR PROCESSING
<p><b>To register you as a new customer and to fulfil our obligations arising from any contracts entered between you and us and to provide you with information, products, and services that you request from us.</b></p>	<p>Performance of a contract with you; comply with a legal obligation; and/or necessary for our legitimate interest</p>

<b>To help you provide services to your customers (beneficiaries)</b>	Performance of a contract with you; comply with a legal obligation; and/or necessary for our legitimate interest
<b>To respond to any enquiry, you have made through our sites, via phone, email or otherwise.</b>	
<b>To notify you about changes to our service</b>	
<b>To conduct our obligations arising from any contracts entered into between us and third parties relating to the services provided to you.</b>	Performance of a contract with you; and comply with a legal obligation.
<b>To provide you with information about other products and services we offer</b>	Performance of a contract with you; and comply with a legal obligation
<b>To comply with legal obligations, we are subject to as a data controller and regulated business.</b>	Comply with a legal obligation
<b>To administer and protect our business and our website (including troubleshooting, data analysis system maintenance, testing, support, reporting and data hosting)</b>	Necessary for our legitimate interest
<b>To promote new products and services offered by other parties which we think may be of interest to you.</b>	Necessary for our legitimate interest

**7. With whom do we share personal data?**

**Internal Parties**

We may share your personal information with any member of our group, which means our branches, our representative offices, our subsidiaries, our ultimate holding company, and its subsidiaries. Any such sharing will be done in full compliance with the Law.

**External Parties**

- Business partners, suppliers, and subcontractors for the performance of any contract we enter into with them or you.
- Analytics and search engine providers that assist us in the improvement and optimization of our sites and services.
- Depending on your country of residence and where you provide consent, identity verification services for the purpose of confirming your identity through online applications.
- Police and law enforcement agencies when and where required to do so by law.
- We may disclose your personal information to third parties:
  - If we sell or buy any business or assets, in which case we may disclose your personal information to the prospective seller or buyer of such business or assets.
  - If all our assets or shares are acquired by a third party, in which case personal information held by us about our clients will be one of the transferred assets.

## **8. Where do we store this data?**

We store your data on a secure server located in Mexico. However, some of our external third parties or our staff may be based outside Mexico, so their processing of your personal data may involve a transfer outside of Mexico. Whenever we transfer your data outside of Mexico, we ensure a similar level of protection is afforded to it by ensuring one of the following safeguards is implemented:

- We will transfer your data to countries or individuals that have been deemed to provide an adequate level of protection for personal data.
- Where we use certain service providers or our staff is operating outside of Mexico, this is done so under relevant data protection laws, supported by specific contracts and/or clause wording approved by the Law which gives your personal data the same protection it has in Mexico.

## **9. For how long do we retain data?**

The period for which we will retain your data is dependent upon any statutory retention periods we are required to adhere to by Law. After the expiration of that period, personal data shall be securely deleted, if it is no longer required for the fulfilment of any contract, initiation of a contract or in relation to other legal proceedings.

## **10. What rights do you have and how to exercise them?**

### **Right to be Informed**

You have the right to be informed about the collection and use of your personal data.

### **Right of Access**

You have the right to access your personal data. This is commonly referred to as Data Subject Access Request.

### **Right to Data Portability**

You have the right to request that we transfer a copy of your personal data to another company. Note that the portability right does not extend to personal data which is inferred or derived by us.

### **Right to Restrict Processing**

You have the right to request the restriction or suppression of your personal data. Note that this is not an absolute right and only applies in certain circumstances.

### **Right to Rectification**

You have the right to have inaccurate personal data rectified or completed if it is incomplete.

### **Right to Object**

You have the right to object to the processing of your personal data in certain circumstances. You have the absolute right to stop your data from being used for direct marketing.

### **Right to Removal**

You have the right to request that any personal data that we hold about you is erased once it is no longer required for the purposes for which it was collected.

### **Rights related to Automated Decision-Making including Profiling.**

If a fully automated decision is made on your account, you have the right to request that this decision be reviewed by a person and present any evidence that you believe may make your situation unique.

## **11. How do we secure personal data?**

We employ a comprehensive range of security measures to ensure confidentiality, integrity, and availability of your information. Our expert team continuously monitors and updates our security measures to adapt to evolving threats, providing you with a safe and secure environment for your personal data.

## **12. We use cookies**

We follow the “Express Consent” basis for processing cookies. The first time you visit our sites we will inform you of the cookies we use, and you will be given the option to consent for us to use cookies. Some cookies are strictly necessary for the operation of our sites. Our third parties may also receive data about you if you visit other websites using our cookies, over which we have no control. These websites have their own privacy notices, and we do not accept any responsibility or liability for these notices.

Please refer to our Cookies Notice on our websites for further information, by clicking on the cookie control icon at the bottom right of the page.

## **13. How can you contact us?**

If you have any questions regarding this Privacy Notice, including any requests to exercise your legal rights, you can do so by using the details below:

- by email: [contact@mextax.com.mx](mailto:contact@mextax.com.mx) to the attention of our Data Protection Officer.

We will respond to you within 20 days of receipt of your request.

#### **14. How may I lodge a complaint?**

You have the right to lodge a complaint with

*National Institute for Access to Information and Protection of Personal Data  
Insurgentes Sur No. 3211 Col. Insurgentes Cuicuilco, Alcaldía Coyoacán, C.P. 04530  
Email: [atencion@inai.org.mx](mailto:atencion@inai.org.mx)  
Website: <https://home.inai.org.mx>*

#### **15. Changes to our Privacy Notice.**

This Notice was last updated on January first, 2025. Any changes we may make to our privacy notice in the future will be posted on this page and, where appropriate, communicated to you by email.