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## Privacy Notice for customers

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### **IDENTITY AND ADDRESS OF THE RESPONSIBLE ENTITY.**

The entity responsible of the personal data that you provide is Network Information Center, S.A. de C.V. (commercially known as “Akky”) with address at Av. Eugenio Garza Sada 427, L. 4-6, Col. Altavista, Monterrey, Nuevo León, México, ZIP 64840.

### **DEFINITIONS.**

Akky provides you with a list of all the definitions of those words that will be used throughout this Notice so that you may have the utmost clarity in terms of content:

#### **Cookies.**

Fragments of information from a web page that are stored in a hard drive of the machine, used to connect to Internet through the page server.

#### **IP Address.**

Internet protocol address. It is a numerical identifier used by a device when connecting to Internet, which is assigned by the service provider at the time the connection is made.

#### **Domain Name.**

Represents a common identifier of a group of computers or equipment connected to a network. It is a simple internet addressing system designed to allow users to easily locate sites on internet. For the purposes of the present, it will only refer to the domain names under the cctld .MX.

#### **Internet Resource.**

IP Address Blocks and/or ASN numbers (Autonomous System Number).

#### **Website of Akky.**

[www.akky.mx](http://www.akky.mx), and/or any website used by Akky.

#### **Whois.**

Data base system used to search existing Domain Names and its primary data, as well as to prove and verify ownership and assignation of Internet Resources; which may be consulted openly through the Website of Akky.

#### **Services**

The Services provided by Akky through the Akky’s Website as the following: domain names registration transfers, queries, verifications, personalized attention, among others.

#### **User**

Any individual who uses the services of the Akky’s Website.

The terms defined in this section may be used both in singular and plural.

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## **YOUR PERSONAL DATA.**

Akky will process personal identification data, contact data, labor data, academic data and proprietary and/or financial data.

Moreover, we should like to inform you that in order to comply with the purposes indicated herein, Akky will not collect or process sensitive personal data.

## **PRIMARY PURPOSES.**

Akky will process your personal data for the following primary and necessary purposes:

- To identify you as a User of the Services;
- To provide all services and carry out all necessary activities of the legal relationship between Akky and the data holder;
- The operation, management, administration, provision and improvement of the services provided by Akky;
- To process payments and to process the billing and collection;
- Providing, to the holder of the data, access to the Website of Akky and/or the corresponding system;
- The elaboration and analysis of statistics and historical information;
- Delivery of notifications, requirements, and letters, along with the response to your requests in regards to the services offered by Akky;
- Partial or total publication of your personal data in the data system associated with Domain Names (whois).
- To respond your doubts, comments and / or requests related to our Services.

Finally, you cannot request Akky to cease from processing your information for the aforementioned primary and necessary purposes, since such processing is necessary in order to fulfill the obligations derived from the relationship between you and Akky, as well as the cases determined by Federal laws.

## **SECONDARY PURPOSES.**

In addition, if you do not object, Akky will treat your personal data for the following additional purposes that are not necessary for the requested service, but will enable us to offer you the best service:

- To send you publicity and communications, for marketing and telemarketing purposes;
- The elaboration and analysis of market researches;
- To share your data with interested third parties in acquiring your domain names;
- For the application of surveys and evaluations to improve the quality of the services we offer.
- To send you information related to our services as well as for any further contacts.

If you do not wish your personal data to be processed for any or all of the additional purposes, please contact us immediately by email at the following address: [privacidad@nic.mx](mailto:privacidad@nic.mx).

Refusal to permit the use of your personal information for additional purposes will not constitute a reason to deny you the services requested or to terminate the relationship established with us.

## TRANSFERS.

In order to fulfill the aforementioned necessary purposes or any others required by law or the competent authorities, Akky will transfer the necessary information to the following organizations and for the following ends:

Third party receiving the personal data	Purpose	Consent
Banking institutions and other related providers.	To manage the necessary payments.	Not required
Providers who assist Akky.	To the effective fulfillment of the services.	Not required
Competent authorities.	When required by law.	Not required
National and international institutions.	To regulate the services.	Not required
Data backup provider.	For the recovery of the service against a contingency.	Not required

If you do not want Akky to transfer your data for the transfers in which your consent is required, please send an email to [privacidad@nic.mx](mailto:privacidad@nic.mx), and we will assist you in due time and form.

## ARCO rights and/or revocation of consent.

You or your legal representative can exercise any of your rights of access, rectification, cancellation or objection (hereinafter "ARCO rights"), and revoke your consent for the processing of your personal information by sending an email to the Department of Personal Data Protection of Akky to [privacidad@nic.mx](mailto:privacidad@nic.mx) requesting the ARCO rights request form.

To exercise any ARCO right, the following procedure must be completed:

**Step 1**  
Department of Personal Data Protection is contacted through email at [privacidad@nic.mx](mailto:privacidad@nic.mx), requesting the exercise of an ARCO right.

**Step 2**  
Department of Personal Data Protection requests the fulfillment of requirements to the data owner, according to the legislation, and analyzes the case.

**Step 3**  
Once the requirements of the previous step are fulfilled, the Department of Personal Data Protection has a 20 day period to determine its feasibility.

**Step 4**  
In case the request is suitable, the ARCO right is executed (within the next 15 days).

According to the current legislation, the requirements to be fulfilled on the procedure (step 2) are the following:

- Filling of ARCO rights request form
- Data owner name and email in order to submit the response to its request.
- Documents to demonstrate its identity, or, its legal representation.
- Clear and accurate description of the personal data to which the ARCO exercise is intended
- Any other element or document that enables the location of the personal data

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## LIMITATION AND/OR DIVULGATION OF YOUR INFORMATION.

You can limit the use or divulgation of your personal information by sending your request to Akky to the email [privacidad@nic.mx](mailto:privacidad@nic.mx). If your request is appropriate, you will be added to Akky's exclusion list.

The Website of Akky has links to other websites, therefore, we recommend you to review the privacy notice for each one. Akky will not be held responsible for any information that you disclose on any other website.

## USE OF COOKIES, WEB BEACONS AND OTHER TECHNOLOGIES

We use cookies and other technologies on our webpage, which allows us to monitor your behavior as an Internet user and to provide you with a better service and experience on browsing our site.

Moreover, Akky can obtain the following information through its web page:

- Identification data.
- Data related to your browsing preferences.
- Data related to your IP address, type of operating system, type of browser and pages visited.

These cookies or the other technologies can be disabled through your internet browser.

### Data Protection Authority

If necessary, you have the right to file a claim before the National Institute for Transparency, Access to Information and Personal Data Protection (INAI) when considering that your rights have been infringed or violated.

### Contact us

Our Department of Personal Data Protection is available to provide you with any additional information you require regarding your privacy and data protection rights, so you can contact us by email at [privacidad@nic.mx](mailto:privacidad@nic.mx)

### Privacy Notice Acceptance

Hereby you declare that this Privacy Notice was made available at the time of processing of personal data, so if you use our services it is understood that you authorize the use of your information in accordance with this privacy notice.

Likewise, you declare that you have informed the persons from whom you provided their personal data, of the treatment that the Responsible will give to them and that you have their authorization.

### PRIVACY NOTICE CHANGES.

Akky will notify you of any changes to its privacy notice through the link <https://www.akky.mx/> and then the section Privacy Notice.

Last update of this Notice: October 25<sup>th</sup>, 2018.

The English version of this document has no legal value, it is provided solely as a means to facilitate the reading and understanding of the Spanish version, it is not a substitute to the legal validity of the Spanish version. In case of any controversy, the text in the Spanish version shall in all cases apply.