

PRIVACY POLICY

Royal Comfort de México, S.A. de C.V., located Juan Sanchez Azcona 210 Int.2 Colonia Del Norte, Monterrey, N.L, C.P 64500, is responsible for collecting your personal data, as well as its use and protection. All personal data will be treated according to principles of legality, consent, information, quality, purpose, loyalty, proportionality, and responsibility, in line with the Federal Law on Protection of Personal Data Held by Private Parties (the Law).

Use of Your Personal Data

Your personal data will be collected and used for the following primary purposes:

1. To respond to and promptly process your questions, complaints, comments, and/or clarifications regarding our products.
2. To follow up on service requests for products manufactured by COMFORT, such as warranty validation, product delivery, and more.
3. To fulfill obligations contracted with our customers and authorized distributors.
4. For billing and collection and/or administration of our products and services.
5. To identify and verify users on our website.

Secondary Purposes

1. Data collected on our website via Cookies and Web Beacons is used to enhance your browsing experience by remembering user data and monitoring visitor behavior regarding interaction duration, browser type, and IP address.
2. Additionally, we aim to display products of interest to users browsing our website.

Personal Data We Collect

For the purposes mentioned, we may require the following personal data:

- Full name
- Address
- Landline and/or mobile phone
- Email
- Nationality

Personal data will be collected by phone, in private social media chats, online, or in person at your address through authorized personnel.

The Responsible Party may also use your data for the following secondary purposes, which are not necessary for the service you requested, but allow us to provide better service and improve the quality of our products:

- To contact you directly to inform you about new products, services, offers, and promotions.
- To keep you updated on our products and services.
- To invite you to events, fairs, and/or exhibitions organized or participated in by our brand.
- For comments, suggestions, and/or to evaluate the quality of the service provided.

Cookies and Web Beacons

COMFORT uses Cookies and Web Beacons. These are small pieces of information sent automatically by our website and stored in your browser to streamline procedures such as maintaining a session or identifying visited sections. They allow us to monitor your behavior on our site and display new products based on your preferences.

Cookies, Web Beacons, and other tracking technologies can be disabled. However, doing so may impact the performance of the website or certain functionalities.

How to Disable Cookies

Cookies are activated automatically on our website. However, if you wish to disable them, you can do so through your browser settings. Disabling cookies may cause certain features to function improperly. Instructions for major web browsers are provided below:

- Microsoft Internet Explorer: Tools > Internet Options > Privacy > Settings
- Firefox: Tools > Options > Privacy
- Google Chrome: Settings > Privacy
- Safari: Preferences > Security

Data Protection

COMFORT stores personal data on a secure server, designed to block external access. We take all necessary measures to safeguard your data from unauthorized access, damage, loss, or alteration.

ARCO Rights: Access, Rectification, Cancellation, and Opposition

You have the right to access, rectify, cancel, or oppose the processing of your data. To exercise these rights, please contact us at:

- Address: Sanchez Azcona 210 Int.2, Colonia Del Norte, Monterrey, N.L, C.P 64500
- Phone: +52 (81) 8130 3939
- Email: info@comfort.com.mx

Your request should include your full name, email or address for response, a clear description of the data in question, and the ARCO rights you wish to exercise.

You need to prove your identity as the owner of the personal data regarding which you wish to exercise any of the ARCO rights, which you can do by presenting the original or a copy of an official ID, such as a valid voter ID with a photograph, passport, or professional ID.

Your request must contain the following information:

1. Name of the data owner.
2. Email or address to receive the response to your request.
3. A clear and precise description of the personal data you wish to exercise any rights over.
4. The rights you wish to exercise on the described personal data (Access, Rectification, Cancellation, or Opposition).
5. Any other element, document, or information that helps locate the personal data.
6. For rectification requests, specify the modifications to be made and provide documentation to support the correction or update of your personal data.

The request should be sent via any of the means mentioned above. COMFORT will inform the data owner by email whether the request was successful or not, along with the reasons, within a term not exceeding 20 business days (the receipt time of the request is when it is received on our server). If your request is successful, COMFORT will grant access to your personal data or carry out its rectification, cancellation, or end its use as applicable.

Limiting the Use or Disclosure of Your Personal Data

To limit the use and disclosure of your personal information, we offer the following means:

- a. If you do not wish to receive informational, advertising, and/or promotional communications, please send an email to info@comfort.com.mx.
- b. You may request registration in the Public Registry to Avoid Advertising, managed by the Federal Consumer Protection Agency, so that your personal data is not used to receive advertising or promotions from goods or service companies. For more information about this registry, you can consult the PROFECO website.

Modifications

This privacy notice may change in the future, so it is recommended to review its terms periodically on our website. Any modification to this privacy notice can be found on the website <http://www.comfort.com.mx>

Acceptance of Terms of the Notice

Through this Privacy Policy COMFORT complies with and is subject to the provisions of the Federal Law on Protection of Personal Data Held by Private Parties. By browsing the COMFORT website, you acknowledge, understand, and agree to all the terms and provisions outlined here. If you do not agree with them, the data owner should not provide any personal data or use the site's services.

The user, as the data owner, gives their consent for their sensitive personal data to be processed in accordance with this privacy notice. Last updated: November 2, 2024.