

DANONE GROUP

PRIVACY NOTICE FOR THE GENERAL PUBLIC

A) DATA CONTROLLERS.

Danone de México, S.A. de C.V., Bonafont, S.A. de C.V., Liquimex, S.A. de C.V., Organización FR México, S.A. de C.V., Instituto Danone, A.C., Envasadora La Suprema,

S.A. de C.V., Envasadoras de Aguas en México, S. de R.L. de C.V., Innovation Packaging & Process, S.A. de C.V., Aguas Purificadas, Naturales y Minerales, S. de R.L. de C.V., Derivados Lácteos FLN-DDM, S.A.P.I. de C.V. and/or any affiliate and/or subsidiary of the aforementioned group of companies, hereinafter DANONE GROUP—*owner and/or authorized licensee of, among others, the DANONE® and BONAFONT® trademarks*—with registered office at Mario Pani No. 400, Colonia Santa Fe Cuajimalpa, Cuajimalpa de Morelos Municipality, Mexico City, Zip Code 05348, websites <https://grupodanone.com.mx/aviso-privacidad.aspx> and <https://bonafont.com.mx/aviso-y-politicas-de-privacidad>, email Compliance.MX@danone.com, are responsible for the use and protection of your personal data; and in this regard, inform you of the following:

This Privacy Notice applies solely to Data Subjects who provide us with information, specifically individuals located in the United Mexican States. We do not accept any jurisdiction or legislation other than that applicable within Mexican territory. IF YOU DO NOT AGREE WITH THIS PRIVACY NOTICE, PLEASE REFRAIN FROM SHARING ANY INFORMATION WITH THE DANONE GROUP.

B) PRIMARY PURPOSES.

The personal data we collect from you will be used to provide the goods and/or services inherent to the legal and/or contractual relationship we enter into with you, as well as for all purposes related thereto. The effects of said legal relationship are considered the Primary Purpose.

C) SECONDARY PURPOSES.

Additionally, the personal data we collect from you will be used for the following secondary purposes, which are not necessary for the requested service but allow us to provide you with better service:

1. To inform you about our activities, services, products, programs, and/or promotions that we believe may be of interest to you, based on the nature of the relationship or connection we have with each individual;
2. Conducting sweepstakes, contests, and surveys;

3. Include, where applicable, information about Data Subjects collected from other valid and legal sources that we consider reliable in order to identify them more accurately and thus update the information we store;
4. Forward the Data Subjects' name, address, phone number, and activity information to the Data Processors for use strictly in accordance with this Privacy Notice and applicable law;
5. Create and use aggregated information about the Data Subject that is not individually identifiable to better understand the common characteristics and interests of Data Subjects; as well as create statistics, insights, and strategies based on aggregated Data Subject data to understand market behavior;
6. Transfer Data Subject Information to another party that acquires the business or shares to which the information relates;
7. Transfer Data Subject Information to our subsidiaries and/or affiliates that operate under the same privacy policies, to maintain, provide, and improve the goods and services contracted.

If you do not wish for your personal data to be processed for these secondary purposes, you may at any time notify GRUPO DANONE of your objection using any of the contact details provided in the first section of this Privacy Notice. Objecting to the use of your personal data for these purposes will not be grounds for us to deny you the services and products you request or contract with us.

D) PERSONAL DATA.

To carry out the purposes described in this Privacy Notice, we will use your personal identification, image, and contact data. We will not collect sensitive personal data.

E) TRANSFERS.

Please be advised that your personal data may be transferred within and outside the country to our subsidiaries and/or affiliates that operate under the same privacy policies, in order to maintain, provide, and improve the goods and services you have contracted.

If a transfer of data to third-party subcontractors or suppliers requires your express consent, we will obtain it prior to the transfer.

In any transfer of personal data, we will comply with applicable legal provisions.

F) ACCESS, CORRECTION, DELETION, AND OBJECTION.

You have the right to know what personal data we hold about you, for what purposes we use it, and the conditions under which we process it (**Access**); furthermore, you have the right to request the correction of personal information if it is outdated, inaccurate, or incomplete (**Rectification**); to have it removed from our records or databases when you believe it is not being used in accordance with the principles, duties, and obligations set forth in applicable regulations (**Cancellation**); as well as to object to the use of your personal data for specific purposes (**Objection**). These rights are known as “ARCO” rights.

To exercise any of your “ARCO” rights, you must submit a request by contacting the Compliance Department via email at Compliance.MX@danone.com or by mail at Mario Pani, No. 400, Colonia Santa Fe Cuajimalpa, Cuajimalpa de Morelos, Mexico City, ZIP Code 05348, indicating: **(i)** the Data Subject’s name and address or other means of communicating the response to your request, **(ii)** documents proving the identity or, where applicable, the legal representation of the Data Subject, **(iii)** a clear and precise description of the personal data regarding which you seek to exercise any of the aforementioned rights, and **(iv)** any other information or document that facilitates the location of the personal data.

We will respond to your request within a maximum of 20 business days. Any personal data you request may be reproduced for delivery in electronic files.

You may revoke any consent you may have given us to process your personal data. To do so, you must submit your request through the channels indicated above. However, it is important to note that we may not be able to accommodate your request or cease processing immediately in all cases, as we may be required by law to continue processing your personal data. Additionally, you should be aware that, for the primary purposes, revoking your consent will mean that we can no longer provide you with the good or service you requested or that your relationship with us will be terminated.

Data subjects may opt out of all contact information, including email, direct messaging, fax, and telephone; for this purpose, we maintain “do not call” and “do not mail” lists.

Additionally, you may limit the use and disclosure of your personal information by registering with the Public Registry to prevent advertising, which is administered by the Federal Consumer Protection Agency (PROFECO). For more information about this registry, please visit the PROFECO website or contact them directly.

G) COOKIES, WEB BEACONS, AND TRACKING PIXELS.

Please be advised that on our website we may use “cookies,” “web beacons,” “invisible pixels,” or other technologies, through which we can monitor your behavior as an internet user, provide you with a better service and user experience while browsing our site, and offer you new products and services based on your preferences.

The personal data we collect through these tracking technologies includes the following: browsing time, time spent on our website, sections visited, and websites accessed prior to ours. We do not use cookies to store passwords or login credentials. Cookies do not reveal your identity unless you have chosen to provide it.

Your browser can be set to notify you when a cookie is installed, so that you can decline or delete cookies that have been installed in your browser. Some features of our sites may not work or may work slowly if a cookie is rejected.

Our site may use third-party services such as servers and hosting services for our promotions, or it may use its own resources.

Third parties may place cookies on your computer if you click or tap on an advertisement. Third-party cookies are used to track whether the promotional content is accessed on the site. Cookies generated by promotional content do not contain personal information. We do not control these cookies, and they may not follow the rules we have established for our own cookies.

We may use web beacons, also known as visitor counters, on our site to track how many people visit certain web pages. The information collected from web beacons is used and reported in aggregate form without the need to use personal information. This information may be used to improve our sites, advertising, and content, as well as to target our advertising on our site and on third-party sites across the Internet. For more information about our advertising server or to learn about your options to prevent your personal information from being used to send you promotions, please contact Compliance.MX@danone.com

On our sites, we do not collect personally identifiable information from users unless it is provided voluntarily and with full knowledge. When you access our sites, we will request your authorization to collect information such as your name, address, phone number, age, date of birth, place of birth, and email address.

The primary purpose of collecting your email address is to send you information about DANONE GROUP and its products and/or brands, and/or to exchange information related to the business relationship or any other relationship between us, in addition to any promotions and/or programs that may be available. Like many other websites, we automatically collect non-personal information related to Data Subjects, such as information regarding their software (e.g., IP addresses, browser versions, and operating systems) and aggregated information (e.g., the number of pages accessed) in order to analyze web traffic, and usage trends, thereby enabling us to tailor content and services to meet the needs of our relationship with each User. Information of this nature will not be linked to your identity or personal information.

Our websites contain hyperlinks and/or pages related to the site that direct the User to other sites, some of which are not affiliated with or controlled by us. Once you leave our sites, each new site you visit may have its own privacy notice and terms of use. Your interaction with such sites is not governed by this Privacy Notice and the terms of use; therefore, your use of such third-party sites is at your own risk.

With regard to the use of our websites, we strive to establish and maintain technical, administrative, and physical security measures, as well as other appropriate safeguards, to ensure that we retain control over the Information, that it is used only as authorized, and that it is not altered or destroyed.

H) SECURITY.

We only collect information that we reasonably deem necessary to serve the legitimate interests of our business and to comply with our legal obligations. We protect Data Subjects with regard to the information they disclose by using industry-standard security measures and in accordance with the Federal Law on the Protection of Personal Data Held by Private Parties and its Regulations.

Currently, every information collection channel, including our websites, employs a variety of security measures designed to protect the information and prevent unauthorized access by users, whether inside or outside the company, including the use of encryption and other administrative, technical, and physical security measures established by applicable law. This protects against the loss, damage, misuse, interception, or sabotage of confidential information, such as confidential numbers, online requests, and financial information.

Our practices regarding communication systems, *software*, and physical and electronic databases are designed to help us maintain the authenticity, integrity, and confidentiality of such Information. It is important to note that regardless of whether

we use all necessary means to maintain the security of information when it is transmitted through third parties (service providers), we cannot guarantee the security of the Information during such transmissions, by any means or in any form.

I) AVAILABILITY OF PRIVACY NOTICE AND MODIFICATIONS.

The Privacy Notice in effect at the time the information is shared will apply to that exchange. However, 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; in which case we will notify you, including but not limited to, through: **(i)** visible notices in our stores, on our products, trucks, or at customer service centers; **(ii)** brochures or leaflets available in our stores or customer service centers; **(iii)** on our websites; or **(iv)** by sending you an email.

Please review our Privacy Notice each time you share information with us, or more frequently if you are interested in how your information will be used.

Date of Privacy Notice: amended July 2024.