

**DANONE GROUP  
GENERAL PUBLIC PRIVACY NOTICE  
A) RESPONSIBLE.**

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. and/or any affiliate and/or subsidiary of the group of companies mentioned above, hereinafter DANONE GROUP – owner and/or authorized licensee of, among others, the DANONE® trademarks and BONAFONT ® with address at Mario Pani No. 400, Colonia Santa Fe Cuajimalpa, Cuajimalpa de Morelos Mayor's Office, Mexico City, C.P. 05348, Internet portals <https://grupodanone.com.mx/aviso-privacidad.aspx> and <https://bonafont.com.mx/aviso-y-privacy-policies>, e-mail [Compliance.MX@danone.com](mailto:Compliance.MX@danone.com), are the responsible for the use and protection of your personal data; and in this regard they inform him of the following:

This Privacy Notice is applicable only to the Data Controllers who provide us with information, people who are located in the United Mexican States. We do not accept jurisdiction or legislation different from that applicable in Mexican territory. IF IT IS NOT IN ACCORDANCE WITH THIS PRIVACY NOTICE PLEASE SKIP SHARING INFORMATION WITH DANONE GROUP OF ANY KIND.

**B) PRIMARY PURPOSES.**

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

**C) SECONDARY PURPOSES.**

In addition, the personal data we collect from you will be used to the following secondary purposes that are not necessary for the requested service, but that allow and facilitate us to provide you with better care:

1. To inform about our activities, services, products, programs and/or promotions, which we consider may be of interest to the Account Holders, derived from the type of relationship or bond that exists with each one;  
Conduct sweepstakes, contests, and surveys;
2. 13. Include, where applicable, information from the Account Holders collected from other valid sources and legal that we consider reliable to identify them more accurately and thus to be able to update the information we store;
4. Send the name, address, telephone number and information to the Processor or Processors of the activities of the Holders to be used strictly in terms of the this Privacy Notice and applicable legislation;
5. Create and use aggregated information from the Owner other than individually to understand more about the common characteristics and interests of the Holders; as well as create statistics, opinions and strategies based on the disaggregated data of the Owner to understand market behavior;
6. Transmit Owner Information to another party that acquires the business or shares to which the information is related;
7. Transfer Cardholder Information to our subsidiaries and/or affiliates that operate under the same privacy policies, to maintain, lend, and improve the goods and services contracted.

In case you do not want your personal data to be processed for these purposes secondary, from this moment you can express your refusal to GRUPO DANONE through any of the contact details indicated in the first part of this Privacy Notice. Refusal to use your personal data for these purposes will not may be a reason 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 data sensitive personal.

**E) TRANSFERS.**

We inform you that your personal data may be transferred inside and outside the country with our subsidiaries and/or affiliates operating under the same privacy policies, to maintain, provide and improve the contracted goods and services. In the event that a transfer of data to third-party subcontractors or suppliers requires your express consent, we will obtain it prior to the transfer. We will comply with the legal provisions of any transfer of personal data Applicable.

## 2F) ACCESS, RECTIFICATION, CANCELLATION AND OPPOSITION.

You have the right to know what personal data we hold about you, for what purpose it is We use and the terms of use we give them (**Access**); it is also your right to use them request correction of personal information in the event that it is out of date, whether it is inaccurate or incomplete (**Rectification**); that we delete it from our records or databases; data when it considers that it is not being used in accordance with the principles, duties and obligations provided for in the applicable regulations (**Cancellation**); as well as object to the use of your personal data for specific purposes (**Opposition**). These rights are known as "ARCO" rights.

To exercise any of the "ARCO" rights, you must submit the application by contacting the Compliance Department via email:

[Compliance.MX@danone.com](mailto:Compliance.MX@danone.com) or at the address Mario Pani, number 400, Colonia Santa Fe Cuajimalpa, Cuajimalpa de Morelos Mayor's Office, Mexico City, C.P. 05348, stating: (i) the name of the Account Holder and address or other means of communicating the response to your request, (ii) the documents that prove the identity or, where appropriate, the legal representation of the ( iii) the clear and precise description of the personal data in respect of which the data is seeks to exercise any of the aforementioned rights, and (iv) any other element or document that facilitates the location of personal data.

We will respond to your request within a maximum of 20 working days. The data personal that, if applicable, you request from us, may be reproduced for delivery in electronic files.

You may revoke the consent that you have given us for the processing of your personal data. To this end, you must submit your request to through the means indicated above. However, it is important to note that not in all cases we will be able to comply with your request or terminate the use immediately, since it is possible that due to some legal obligation we require us to continue processing your data Personal. You should also consider that, for the main purposes, the revocation of your consent will mean that we will no longer be able to provide you with the property or service you requested from us or the conclusion of your relationship with us. Cardholders may opt out of all contact information, including email address. electronic, direct messaging, facsimile and telephone; for which we maintain "Do Not Call" and "Do Not Mail" lists.

In addition, you may limit the use and disclosure of your personal information by Registration in the Public Registry to avoid publicity that is in charge of the Attorney General's Office Federal Consumer Affairs. For more information on this registry, please refer to the PROFECO website or contact it.

## 3G) COOKIES, WEB BEACONS AND INVISIBLE PIXELS.

We inform you that on our website we may use "cookies", "web Beacons", Invisible Pixels or other technologies, through which it is possible to monitor your behavior as an internet user, provide you with better service, and user experience when browsing our site, as well as offering you new products and services based on your preferences.

The personal data we obtain from these tracking technologies is as follows:

Browsing hours, browsing time on our website, sections consulted, and internet pages accessed prior to ours. We do not use cookies to store passwords or password information. Cookies do not show us your identity unless you have chosen to provide it.

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

Our site may use third-party services such as server and service providers. hosting our promotional products or making use of our own means.

In the case of third parties, they may place cookies on your computer if you click on it or click on the advertisement. Third-party cookies are used to track whether the site is used to Access the promo. The cookies that are generated from the promotional do not contain Personal Information. We do not control these cookies and they may not follow the Rules we have set for our cookies.

We can use invisible pixels, better known as web beacons, in our site to count how many people visit certain web pages. The information collected from invisible pixels is used and reported in aggregated information without the Need to Use Personal Information. This information may be used to to improve the sites, advertising, and their content, and to rebound our advertising on our site and that of third parties on the Internet. For more information about our server or to learn about choices about not having your personal information used to Send you promotions please contact [Compliance.MX@danone.com](mailto:Compliance.MX@danone.com)

We do not collect personally identifiable information from Owners on our sites unless provided to us voluntarily and with full knowledge. When If you access our sites, we will ask for your permission to capture information such as name, address, telephone number, age, date of birth, place of birth, and email.

4The main purpose of capturing your email is to send you GROUP data DANONE and its products and/or Brands, and/or exchange information related to the link commercial or any other nature existing between us, in addition to the Promotions and/or Programs that may eventually exist. Like many other sites on the Internet, We automatically collect non-personal information related to Headlines, such as information related to information from their software (e.g. IP addresses, browser versions, and operating systems) and information aggregate (e.g., the number of pages accessed) in order to analyze the traffic on the Web, and usage trends, and in this way allow us to define the content and services to adjust to the needs of the relationship sustained with each of the Headline. Information of this nature will not be associated with your identity or your Personal Information.

Our Internet sites have hyperlinks and/or pages related to the site, which direct the Owner to other sites, some of which are not affiliated or controlled by us. Once you leave our sites, each new site that you visit may have its own privacy notice and terms of use. Your interaction with such sites shall not be subject to the provisions of this Privacy Notice and the terms of use, therefore, your use of such third-party sites is at your own risk. When it comes to the use of the sites, we strive to create and maintain the best practices of technical, administrative, and physical security, as well as other appropriate security systems, protection, to maintain the control we have of the Information, that it is used as authorized and prevent it from being altered or destroyed.

#### **H) SECURITY.**

We only collect information that we believe is reasonably necessary to serve with the legitimate interests of our business and to comply with our obligations Legal. We protect Owners by using their disclosed information applicable industry standards and in accordance with the Federal Securities and Exchange Act. Protection of Personal Data in Possession of Private Parties and its Regulations.

At this time, each means of collecting information including our sites, use a variety of security measures aimed at protecting the Information, in order to prevent unauthorized use by users either inside or outside the company, including use of encoders and other administrative, technical and physical security measures established in the law of the matter. This protects against loss, damage, misuse, interception or sabotage of confidential information, such as confidential numbers, online and financial information.

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

5 Use all necessary means to maintain information security

When transmitted through third parties (service providers), we may not ensure the security of the Information in such transmissions, by any means or form.

#### **I) AVAILABILITY OF PRIVACY NOTICE AND MODIFICATIONS.**

The Privacy Notice in effect at the time the Privacy Notice is shared information, will apply to such exchange. However, this privacy notice may be modified, changed or updated as a result of new legal requirements; of our own needs for the products or services we Offer; our privacy practices; of changes in our business model, or for other reasons; in which case we will let you know in an enunciative manner but not through (i) advertisements visible in our establishments, products, trucks, or in customer service centers; (ii) tri-folds or brochures available in our establishments or customer service centers; (iii) on our Websites or (iv) sending it to them through their email.

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

**Date of Privacy Notice: amended June 2023**