

Privacy Policy:

Privacy Policy Truekex. The person in charge of the Data Protection is the Department of Web Services that can be contacted in the following email address: ventas@truekex.com .

This privacy policy is part of the following webpages: <http://truekex.com> .

<http://www.truekex.com.mx> [http:// truekex.com.mx](http://truekex.com.mx) <http://www.truekex.com.mx> y

<http://www.truekex.com.mx>. One of Trueke's priorities is to respect the privacy of its users and maintain

secure all information and personal data that is collected, so that you know that you are sharing only information with Trueke. This privacy policy contemplates in at all times the principles of legality, consent, information, quality, purpose, loyalty, proportionality and responsibility in the processing of using your personal data.

The data/information we collect: name, surname, password, email telephone, home office, phone mobile phone, country ,state shipping address, payment address in case you use our online service, we will be requesting bank and / or credit card information, the requested data are: Bank information name address telephone sex age date of birth E-mail address.

Sensitive data:

Trueke does not request sensitive data in any of our websites

Use of information: Trueke uses the requested information to provide the services and products that you have requested, to create an account with password so that the user can make their purchases, to perform internal studies on demographic data and interests of our users and provide the most satisfactory experience when visiting our sites and acquire our services. Also to inform our users about new products or services that are related to the contracted or acquired by the client, give

fulfillment of obligations contracted with our clients, evaluate the quality of the service, inform about changes of our products or services and provide a better service to the user. The information provided to us is for the sole use of Trueke.

Trueke requests information that it allows us to contact customers or users when necessary.

The information requested is used during the registration process, when hiring a service or buying a product online. We collect information from various areas of our websites. For each of these

sites, the information requested is different and is stored in separate databases.

What are cookies and how do we use them?

Cookies are text files that are downloaded automatically and stored on the hard disk of the user's computer when browsing a specific Internet page, which allows the Internet server to remember some information about this user, among them, their preferences for viewing the pages on that server,

name and password. In some sections of our site we require the client to have cookies enabled since some of the functionalities require them to work. The cookies allow us to:

- a) Recognize when entering our sites and offer you personalized experience
- b) Know the personal configuration of the site specified by you. For example, cookies allow us to detect the bandwidth that you have selected at the moment of entering the home page of our sites, so that we know what kind of information is it is advisable to download.
- c) Calculate the size of our audience and measure some parameters of traffic, because each browser that accesses our sites acquires a cookie that is used to determine the

frequency of use and sections of the sites visited, reflecting their habits and preferences, information that is useful to improve content, headlines and promotions for the users.

Cookies also help us track some activities, for example, in some of the surveys we launched online, we can use cookies to detect if the user has already filled out the survey and avoid deploying it again, in case you have done so. However, cookies will allow you to take advantage of the most beneficial features that we offer, so we recommend that you leave them activated. The use of cookies will not be used to identify users, except in cases where possible investigations are investigated from fraudulent activities. In the case of the use of cookies, the "help" button found in the toolbar of most browsers will tell you how to avoid accepting new cookies, how to make the browser notify you when you receive a new cookie or how to disable all cookies.

Limitation of use and disclosure of information

Information provided by the user, is secured by a personal identification number to which only the user can access and of which only he has knowledge of. We recommend that you do not reveal your password to anyone. Trueke will not request your password in any phone call or message from unsolicited mail. On this issue, the Trueke team of collaborators has focused their efforts to offer the most modern and up-to-date technology in order to offer you the greatest security possible. You can stop receiving promotional messages by telephone or cell phone, stop receiving emails or advertising through post mail by requesting your withdrawal to: ventas@truekemx.com . or to the phones 42112200.

ARCO Rights (Access, Rectification, Cancellation and Opposition)

The personal data provided by the user will be part of a file that it will contain your profile. The user can modify their profile at any time using their number of user / partner and their personal identification number assigned or that he himself chose, or, sending us an email to tuekemx@redlemon.com.mx

You can also request in any moment to revoke the consent to the processing of your data and the cancellation of your file and data, by the same means or by calling 5532233706. Your request must go accompanied by the arguments for which you wish to exercise any of your rights, together with a official identification of the owner of the data or his agent, your request will be answered within a period not more than 20 business days. Trueke advises the user to update their data each time they suffer some modification, as this will allow you to provide a more personalized service. If you participate in the promotions service via email you can at any time deactivate the service.

Transfers of information to third parties by Trueke, Trueke does not transfer information with third parties. If the user's personal data should be shared with business partners or sponsors, the user will be notified before they are collected or transferred.

Only we may disseminate information in special cases, when it can be used to identify, locate or take legal action against people who could violate the conditions of service of our website or cause damage or interference with the rights of Trueke or its properties, of other users of the portal or any other person who could be harmed by said activities.

Security

When hiring a service or buying a product online, we will ask for bank details for which we promise to offer security and confidentiality of the data provided to us, for this, we have a secure server under the SSL protocol (Secure Socket Layer) in such a way that the information sent to us is transmitted encrypted to ensure your protection. To verify that you are in a protected environment, make sure that an "S" appears in the "httpS" navigation bar: //.

Modifications in the privacy policy.

We reserve the right to make modifications or updates at any time of the present privacy policy, for the attention of legislative or jurisprudential news, internal policies, new requirements for the provision or offer our services or products and market practices.

In case of changes in the Privacy Policy, we will notify you through a email that has been registered for these purposes. The date of the last update to present privacy notice: April 4, 2014. Acceptance of the terms If the user uses the services on any of the Truekemx sites, means that you have read, understood and agreed to the terms set forth above.

By visiting the Truekemx website, you are accepting the practices described in this Privacy Notice. Trueke greatly respects the privacy of each user.

AUTHORITY If the user considers that their rights regarding protection have been violated of personal data, you have the right to go to the corresponding authority to defend your exercise. The authority is the Federal Institute for Access to Information and Data Protection (IFAI), and website is: www.ifai.mx.