

## COMPREHENSIVE PRIVACY NOTICE – CLIENTS

### Novaterra S.A.P.I., S.A. de C.V.

Pursuant to Articles 15, 16, and other applicable provisions of the Federal Law on the Protection of Personal Data Held by Private Parties (*Ley Federal de Protección de Datos Personales en Posesión de los Particulares*) (the “Law”) and its implementing regulations, Novaterra Caribe, S.A.P.I. de C.V. (hereinafter, “Novaterra Caribe”), hereby informs you as follows: Novaterra Caribe, with its registered address at Federal Highway Chetumal–Puerto Juárez, kilometer 298, NTCA-13 Playa del Carmen, Municipality of Solidaridad, State of Quintana Roo, Postal Code 77724, which is designated for purposes of receiving notices and service of process, is the data controller responsible for the processing and protection of personal data, and hereby provides the following information.

In accordance with the provisions of the Law, the terms used in this Privacy Notice shall have the meanings ascribed to them therein, except for those terms that are expressly defined herein. This Privacy Notice sets forth the categories of personal data collected by Novaterra Caribe, the purposes for which such data are processed, and the rights available to the data subject in connection therewith.

#### I. PRINCIPLES GOVERNING THE PROCESSING OF PERSONAL DATA

Novaterra Caribe collects your personal data for the purposes set forth in this Privacy Notice. In this regard, you are hereby informed that your personal data will be processed and safeguarded in accordance with the principles of lawfulness, data quality, consent, notice, purpose limitation, loyalty, proportionality, and accountability, as enshrined in the Law.

#### II. PRIMARY PURPOSES

We collect your personal data, which are processed on a strictly confidential basis and subject to the physical, technical, and administrative security measures necessary to ensure their protection. The personal data we collect from you will be used for the following purposes, all of which are necessary to establish and maintain the legal relationship between the data controller and the data subject, and to enable us to provide the services you request, including, without limitation: (i) the sale of real estate property; (ii) the creation, updating, and maintenance of an identification file; (iii) the issuance of the corresponding tax invoice in connection with your purchase; (iv) maintaining communications in order to provide improved customer service; and (v) compliance with applicable federal and local laws and regulations.

#### III. SECONDARY PURPOSES

Additionally, we may use your personal data for the following purposes, which are not necessary for the provision of the services you request, but which enable us to offer you enhanced attention and a better overall experience:

For marketing, advertising, or commercial prospecting purposes;

To notify you of new services or products related to those you have previously contracted, or that may be of interest to you;

To inform you of changes or updates to such services or products, or to communicate information regarding products or services offered by entities with which Novaterra Caribe maintains a commercial partnership; and

To conduct periodic evaluations of our products and services for purposes of improving their quality.

If you do not wish for your personal data to be processed for these additional purposes, you may express your objection by exercising your right to object, either:

(i) by submitting a written request addressed to our Compliance Department; or (ii) by sending a written and signed request from you, or from your duly authorized legal representative, by email to the following address: [cumplimiento@ciudadmayakoba.com](mailto:cumplimiento@ciudadmayakoba.com).

Your refusal to allow the processing of your personal data for these secondary purposes shall not constitute grounds for denying you the products or services that you request or contract with us.

#### IV. PERSONAL DATA SUBJECT TO PROCESSING

In order to carry out the purposes described in this Privacy Notice, we will process the following categories of personal data:

Identification data: full name, place and date of birth, nationality, Federal Taxpayers’ Registry (RFC), Unique Population Registry Code (CURP), and valid government-issued identification number. The RFC will be used exclusively for the issuance of tax invoices in connection with purchases or payments for services made to Novaterra Caribe.

Immigration status data (if applicable).

Contact data: address, landline telephone number, mobile phone number, and email address.

Financial data: information regarding contracted amounts, payments made, and banking details.

Likewise, upon entering our facilities, your image will be recorded through video surveillance systems for purposes of protection, security, and crime prevention. Such recordings will be retained for a period of sixty (60) days and, once such period has elapsed, the images will be deleted from our servers and/or cloud storage systems.

#### V. SENSITIVE PERSONAL DATA

Under no circumstances does Novaterra Caribe collect, process, or store sensitive personal data, including, without limitation, data relating to racial or ethnic origin, current health status, genetic information, religious, philosophical, or moral beliefs, trade union membership, political opinions, or sexual orientation.

#### VI. ACCURACY OF DATA PROVIDED BY THE USER

As a user or client, you represent and warrant that the personal data provided to Novaterra Caribe are true, accurate, and complete, and you agree to notify Novaterra Caribe, at any time, of any material change thereto. For purposes hereof, a material change shall mean any modification or alteration to personal data that prevents or hinders the proper contact, location, or subsequent identification of the user.

## **VII. DATA MANAGEMENT CONTACT**

You may contact the area responsible for the management and administration of personal data by email at [cumplimiento@ciudadmayakoba.com](mailto:cumplimiento@ciudadmayakoba.com), or in person at the address set forth in this Privacy Notice. The individual responsible for the processing of your personal data is the designated data management officer of Novaterra Caribe.

## **VIII. DATA TRANSFERS**

Your personal data may be transferred to and processed, within and outside the country, by individuals or entities other than Novaterra Caribe, for the following purposes: The creation, updating, and maintenance of an identification file, and compliance with applicable federal and local laws and regulations. Recipients of Personal Data: CDMK Servicios, S.A. de C.V.; MKB Real Estate, S.A. de C.V.; Operadora Lakahn, S.A. de C.V.; Controladora Turística Simba, S.A. de C.V.; and any holding companies, subsidiaries, affiliates, or other entities under common control of the Data Controller; parent companies; and any other entities within the same corporate group of the Data Controller that operate under the same internal processes and policies, as well as relevant authorities, as necessary for the management and provision of the requested services.

Likewise, you are hereby informed that your personal data may be transferred in the following cases:

(a) To carry out procedures and applications for mortgage loans with commercial banks within the financial sector.

(b) To carry out formalities before a Notary Public, since, when contracting any of our services for the acquisition of real estate property, it is necessary to conduct procedures before a Notary Public; accordingly, your personal data will be transferred to the relevant notarial offices.

(c) Novaterra Caribe may transfer your personal data to third-party entities with which it maintains a commercial partnership, for purposes of carrying out the secondary purposes set forth in this Privacy Notice, pursuant to the applicable agreements entered into with such entities.

Novaterra Caribe undertakes to comply with and observe the legal principles governing the protection of personal data when such data are transferred, whether to individuals or legal entities, in order to provide its products and services.

Novaterra Caribe shall ensure, through the execution of agreements and/or the adoption of other binding instruments, that such third parties maintain appropriate administrative, technical, and physical security measures to safeguard your personal data, and that such third parties use the personal data solely for the purposes for which they were engaged and in accordance with this Privacy Notice.

Novaterra Caribe maintains its own personal data databases, generated both electronically and in person by its employees in connection with their clients. The personal data contained in such databases will be retained for a period of five (5) years, after which the data will be processed for cancellation and deletion, in accordance with the Law.

Should Novaterra Caribe decide, in the future, to transfer your personal data to third-party commercial partners beyond those described herein, data subjects will be informed through their contact information and/or through Novaterra Caribe's website, and your prior consent will again be requested in order to carry out such transfers.

We undertake not to transfer your personal data to third parties without your consent, except in those cases in which such transfer is permitted without consent pursuant to the exceptions set forth in Article 9 of the Law.

## **IX. MEANS OF COLLECTION OF PERSONAL DATA**

For the purposes set forth in this Privacy Notice, we may collect your personal data through various means, including, without limitation: directly from the data subject; through agents or promoters; when you visit or use our website; by telephone; by email; through social media platforms; via instant messaging applications; through other electronic means; in person at our offices and points of sale; and from other public sources permitted under the Law.

## **X. MEASURES TO PROTECT THE USE OR DISCLOSURE OF YOUR PERSONAL DATA**

Novaterra Caribe implements the technical, administrative, and physical security measures necessary to protect your personal data and to prevent its damage, loss, alteration, destruction, or unauthorized use, access, or processing, as contemplated by this Privacy Notice.

Novaterra Caribe ensures that only authorized personnel, who have complied with and are subject to applicable confidentiality obligations, may participate in the processing of your personal data. Authorized personnel are strictly prohibited from allowing access to unauthorized individuals or from using your personal data for purposes other than those set forth in this Privacy Notice. The duty of confidentiality applicable to all persons involved in the processing of your personal data shall survive the termination of their relationship with Novaterra Caribe, for any reason.

## **XI. ARCO RIGHTS AND/OR REVOCATION OF CONSENT**

You are hereby informed that, at any time, you have the right to Access, Rectification, Cancellation, or Objection with respect to the processing of your personal data (collectively, the "ARCO Rights"). You may exercise your ARCO Rights, as well as revoke any consent you may have granted for the processing of your personal data.

However, please note that not all requests may be granted or implemented immediately, as Novaterra Caribe may be required, due to legal obligations, to continue processing certain personal data.

To exercise your ARCO Rights and/or to revoke your consent for the processing of your personal data, you must submit a written and signed request from you, or from your duly authorized legal representative, by email to the following address: [cumplimiento@ciudadmayakoba.com](mailto:cumplimiento@ciudadmayakoba.com).

Your request must include the following:

- (1) The full name of the data subject.
- (2) A telephone number and email address for contact purposes.
- (3) A clear and precise description of the personal data with respect to which one or more of the aforementioned rights are to be exercised.

(4) Proof of identity of the applicant, or documentation evidencing the authority to act on behalf of the data subject, as applicable.

(5) Any other element or document that facilitates the identification and location of the relevant personal data.

(6) In the case of requests for Rectification, in addition to items (1) through (4) above, a clear description of the modifications requested.

Upon receipt of your request, Novaterra Caribe shall have a period of twenty (20) business days to issue a response. Such period may be extended once for an equal term, in which case you will be notified through the means you have designated, together with the reasons for such extension, in accordance with Article 31 of the Federal Law on the Protection of Personal Data Held by Private Parties. If the request is determined to be admissible, the corresponding action shall be implemented within fifteen (15) business days following the date on which you receive our response. If the information provided in the request is insufficient or inaccurate, if the required supporting documentation is not included, or if the requested modifications are not clearly specified, the Data Controller may, on one occasion only and within five (5) business days following receipt of the request, require the data subject to provide the necessary information or documentation to process the request. The data subject shall have ten (10) business days from receipt of such request for additional information to comply therewith. Failure to respond within such period shall result in the request being deemed not submitted.

The cancellation of personal data shall give rise to a blocking period, after which Novaterra Caribe shall proceed with the deletion of the corresponding data. Once the relevant personal data have been canceled, Novaterra Caribe shall notify the data subject accordingly. Thereafter, La Novaterra Caribe may retain such personal data exclusively for purposes of determining or addressing liabilities arising from the processing referred to in this Privacy Notice.

Novaterra Caribe shall not be required to cancel personal data in the cases provided for under Article 25 of the Law. Likewise, when the personal data collected are no longer necessary for the fulfillment of the purposes set forth in this Privacy Notice and under applicable legal provisions, such personal data shall be canceled from Novaterra Caribe's databases.

Novaterra Caribe shall retain users' personal data only for the time strictly necessary to fulfill the purposes for which they were collected, provided that the corresponding consents have not been revoked. In this regard, personal data may be retained for such period as may be deemed necessary, on a case-by-case basis, to justify actions taken and/or to comply with accountability obligations, including periods linked to applicable statutes of limitation or the possibility of inquiries from competent authorities. Novaterra Caribe is legally authorized to process your personal data based on the consent you have granted for the specific purposes required to provide our services. With respect to service reservations, payments, and invoicing, the processing of personal data is legally grounded in the reservation of services and the request for issuance of invoices.

The processing of personal data for the purpose of sending you emails regarding services, events, and news related to our professional activities is based on the legitimate interest of Novaterra Caribe, in accordance with applicable law. Likewise, user information may be processed as necessary to comply with Novaterra Caribe's legal obligations.

## **XII. REVOCATION AND/OR LIMITATION OF THE USE AND/OR DISCLOSURE OF PERSONAL DATA**

In addition to the exercise of the ARCO Rights and the revocation of consent, you may limit the use and disclosure of your personal data through the following mechanisms:

Registration with the Public Registry to Avoid Advertising (REPEP), administered by the Mexican Federal Consumer Protection Agency (PROFECO), or with the Public Registry of Users (REUS) of the National Commission for the Protection and Defense of Financial Services Users (CONDUSEF).

Enrollment in Novaterra Caribe's internal exclusion list, in order to prevent your personal data from being processed by the Data Controller for marketing, advertising, or commercial prospecting purposes. To do so, you may request your inclusion through the Compliance Department.

Please note that not all requests may be granted or implemented immediately, as there may be outstanding legal obligations or an existing legal relationship at the time of your request that require the continued processing of your personal data.

## **XIII. AUTOMATED DATA PROCESSING**

Personal data may be subject to automated processing in accordance with Novaterra Caribe's internal policies. Novaterra Caribe shall make this Privacy Notice, as well as any other relevant privacy-related information, available to users and clients through the appropriate channels. Notwithstanding the foregoing, and unless otherwise indicated, responses to certain requests for personal data are voluntary, and any failure to provide such information shall not adversely affect the quality of the products or services offered.

The automated collection and processing of personal data is intended to maintain the contractual relationship, where applicable, as established under the terms and conditions expressly accepted by the user at the time of carrying out any transaction involving the acquisition of a product or the provision of a service by Novaterra Caribe.

Novaterra Caribe maintains the highest levels of personal data security required under applicable law and endeavors to adapt its practices to evolving legal and technological requirements.

## **XIV. USE OF TRACKING TECHNOLOGIES ON THE WEBSITE (COOKIES, WEB BEACONS)**

You are hereby informed that the website located at [www.ciudadmayakoba.com](http://www.ciudadmayakoba.com) uses cookies, web beacons, and/or similar technologies through which personal data may be collected.

For your convenience, our website may contain links to third-party websites. Novaterra Caribe has not reviewed the privacy notices or policies of such websites and, therefore, does not guarantee nor assume any responsibility for the content, practices, or privacy policies of those sites. We encourage you to carefully review the privacy notice of each website you visit on the Internet.

## **XV. CHANGES TO THE PRIVACY NOTICE**

This Privacy Notice may be modified, amended, or updated from time to time as a result of new legal requirements; our own operational needs in connection with the services we offer; changes to our privacy practices; changes to our business model; or for other reasons. We undertake to keep you informed of any changes to this Privacy Notice by posting the updated version on our website at [www.ciudadmayakoba.com](http://www.ciudadmayakoba.com).

## **XVI. CONSENT**

As the data subject, I hereby grant my consent for my personal data to be processed in accordance with the terms set forth in this Privacy Notice. This Privacy Notice is governed by the Federal Law on the Protection of Personal Data Held by Private Parties, its implementing regulations, and other applicable laws and regulations of the United Mexican States.

**Version 3.1**

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