

PRIVACY NOTICE - DIGITAL MEDICAL DATA

DMD DIGITAL MEDICAL DATA, with address at Independencia Street #220 Interior A, Tepatitlan de Morelos, Jalisco, Mexico, is responsible for the use and protection of your data, and in this regard informs you of the following:

Personal data such as name, age, marital status, gender, telephone/cell phone, email, address, RFC¹ and/or CURP², credit card, autograph signature, as well as any other related and necessary data to carry out the acquired services, hereinafter "THE DATA," requested in contracts, forms or any other means by DMD DIGITAL MEDICAL DATA, hereinafter "THE COMPANY," will be used, treated and protected in accordance with the provisions of the applicable and current legislation in the field, specifically in the Federal Law on Protection of Personal Data Held by Private Parties and its Regulations.

"THE DATA" that we collect, we will use for the following purposes that are necessary for the service you request:

1. Creation, study, analysis, updating, and digital storing of the Medical History of our clients and/or patients.
- 2.- Tests, records, statistics, and analysis of health information.
- 3.- Preservation of records for a follow-up to medical services, provision of health services in the future, and in general, to follow up on any relationship of service provision.
- 4.- Billing and collection for medical services.
- 5.- Clinical Research and Statistics.
- 6.- Protect, promote, and restore your health, guarantee your correct treatment, determine the need for treatment as a vulnerable and high-risk patient, hospitalization, surgery, diagnostic studies, and other purposes related to health services.

Additionally, we will use your personal information for the following purposes that are **NOT NECESSARY** for the requested service, but that allow us and facilitate us to provide you with better service:

- 1.- Sending emails with notifications about "THE COMPANY."
- 2.- Sending emails with events organized and/or recommended by "THE COMPANY."

¹ TN: Its literal translation in English is Federal Taxpayer Registry.

² T.N. From its Spanish acronym the literal translation is: Unique Population Registration Code.

3.- Sending promotional and advertising emails about the services offered by "THE COMPANY."

In case you do not want us to process your data for these additional purposes, you can submit a request since this moment, stating the above, and you must request the corresponding format at the offices or branches of the "COMPANY" or make it through the website www.dmdcloud.com

The refusal to use your data for the secondary purposes mentioned above may not be a reason for us to deny you the services you request or contract with us.

To carry out the purposes described in this privacy notice, we will use the following personal data: full name, age, gender, address, telephone, email, photograph, and telephone number.

In addition to the data above, for the purposes reported in this privacy notice, we will use the following **sensitive data**, which requires special protection: illnesses, allergies, prescribed medications, clinical data, food consumed and to be consumed, eating habits, body measurements, x-rays, blood tests, medical care received, prescriptions, operations performed, medical diagnoses, blood type and accidents or previous incidents. The same also considered as "THE DATA."

"THE COMPANY" has adopted the administrative, technical, and physical security measures necessary to protect "THE DATA" against damage, loss, alteration, destruction, use, access, disclosure, or unauthorized treatment. Therefore, the confidentiality of "THE DATA" is guaranteed, and only authorized persons will have access to them.

"THE DATA" only and strictly may be transferred to third parties in the cases provided for in the Federal Law on Protection of Personal Data Held by Private Parties as established in Article 37 of the Law above.

Regarding "THE DATA" that as of the date of this Privacy Notice has been provided by you for any reason, it will be understood that, unless otherwise instructed, "THE COMPANY" is authorized to make use of "THE DATA" for the mentioned purposes.

You shall know that you have the right to access, rectify, and cancel your data, as well as to oppose the processing thereof or revoke consent for the purpose granted. These rights are known as ARCO rights.

The rights described above will provide the ability to know the data we have, what we use, and the conditions of use that we give (access). Likewise, it is your right to request the correction of your personal information if outdated, inaccurate, or incomplete (Rectification). Likewise, you may request the removal from our records or databases of any information that you believe not



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used following the principles, duties, and obligations as set forth in the regulations (Cancellation); finally, you have the right to oppose to the use of your data for specific purposes (Opposition).

To execute the rights of access, rectification, cancellation or opposition, you shall submit an application under the terms established in Article 29 of the Law on Protection of Personal Data Held by Private Parties, addressed to **Dr. Guadalupe Miguel Franco Camarena**, who is responsible for the Protection of "THE DATA," found at the address located at Independencia Street #220 Interior A, Tepatitlan de Morelos, Jalisco, Mexico, at the telephone number 378-102-7210, or via email to **mfranco@dmdcloud.com**, in the latter case, we ask you to confirm the receipt of your email by telephone, to the phone number indicated above.

The request for access, rectification, cancellation, or opposition must contain and accompany the following:

- I. The name of the owner and address or other means to communicate the response to your request;
- II. The documents that prove the identity or, where appropriate, the legal representation of the holder;
- III. The clear and precise description of the personal data concerning which one seeks to exercise any of the rights above, and
- IV. Any other element or document that facilitates the location of personal data.

Additionally, we inform you that in our website we use cookies, web beacons and other technologies through which it is possible to monitor your behavior as an Internet user, to provide you with a better service and user experience when browsing our page, as well as offering you new products and services based on your preferences.

The data we obtain from these tracking technologies are the following: browsing hours, browsing time on our website, consulted sections, and Internet pages accessed before ours.

This privacy notice may undergo modifications, changes, or updates derived from new legal requirements, of our own needs for the services we offer, of our privacy practices, of changes in our business model, or for other reasons. We commit to keeping you informed about the changes that this privacy notice may suffer, through the website: www.dmdcloud.com