



# Privacy Policy



Renta de Vehículos Utilitarios

## Privacy Notice

Through this privacy statement meeting the Federal Law of Protection of Data and Personal Information of Mexico, Hit S.A. de C.V. makes available to its customers and current, past and future providers, direct and indirect and to the visitors of their website, the personal data protection policy.

Hit, with the address of Ave. Paseo de las Estrellas #155, Las Cumbres 5 Sector A, Monterrey, Nuevo Leon, Mexico ZIP. 64619 will be responsible of the personal data received. According to the 5th fraction of the 3rd Article of the Law, any information regarding an identified individual is considered as personal data.

By the effects of the statement, any information regarding the Individual received by Special Rental through printed media, digital, audio, visual, remote or local electronic communication or any technology will be considered personal data, which might include the following categories:

a) General Data of the Individual; meaning, full name, address, phone number, email account, Tax ID, Social Security, ID Card number, sign, data of driver licence, any statement that validates said information.

b) Patrimonail and laboral data, meaning, payment information, number, CVV, expiration date and credit card holder's name. Hit won't collect sensible personal data from the individual. However, if it's needed, we would require the individual's consent as well written for its treatment.

Personal data will be used by Hit with the following purposes:

a) Establish communication between Hit and the individual or a third party, either being legal entity or individual or to elaborate service proposals.

b) Generate projects or final versions of communication and legal documents like contracts or agreements.

c) Being transferred to third parties that have a commercial/corporate relationship with Hit, with the objective that Hit can lend its services successfully to the individual and/or for prospectation purposes of the third party.



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d) Prepare bills, remissions or any other fiscal information that Hit is required to comply legally.

e) Distribute information about the services that Hit offers to the individual.

f) Keep communication with the individual through contact information related to the juridical relation between Hit and the Individual. The personal data sent to Hit by the individual using any previously said method on this Statement, implies its acceptance and authorization to the way Hit treats personal data, which will be used by the established purposes whenever are needed or convenient in the presentation of the services that Special Rental develops from time to time regarding the Individual, and also regarding the reference topic that gave origin to the communication that exists between Hit and the individual.

Making an exception on the purposes said in c) and e), the purposes said in this statement are necessary for the maintenance and juridic relationship between Hit and the individual owner of the personal data. Negating the treat of personal data by the said purposes it would not be able to keep a juridic relationship and maintenance between the individual and Hit. The purpose mentioned in c) will be necessary in the opinion of hit for the existance of a juridic relationship between Hit and the owner of the personal data by virtue of the services that a third party can offer, so negation of the individual to the treatment of the personal data regarding said purpose, would make the juridic relationship difficult for us to lend our service to the individual.

In case that the owner of the personal data does not agree with the usage of the personal data regarding with any of the purposes established on the previously said subsections, the individual must contact the Hit Administration Area manifesting their position through email at [administracion@hit.com](mailto:administracion@hit.com), sending a form regarding the established purposes on this statement and specifying which are the purposes that the individual disagrees with regarding the usage of the personal data by Hit, facing the consequences generated by the refusal to the treatment of the personal data as established in the last paragraph. Hit obligations are:



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a) Limit the processing of Personal Data to the purposes indicated in this statement.

b) Keep strict confidentiality regarding personal data and don't transfer them to anyone outside of Hit except by the authorized cases by the law or the Individual in this statement.

c) Establish and maintain the administrative, technical and physical security measures that are needed to protect personal data against damage, loss, alteration, destruction or the unauthorized usage, access or treatment of them.

d) Inform third parties to whom you transfer the personal data of the individual, in the applicable cases, this Notice and the purposes to which the individual subjected the processing of Personal Data.

e) Immediately report any breaches of Security occurred during the processing of Personal Data so that those who have provided them to Hit can take the appropriate measures to defend their rights.

The holder of the personal data have the ARCO rights (Access, Rectification, Cancelation and Oposition) previewed in the Chapter II of the LAw, at the same time, rights to limit the usage of the personal data, adicionally the possibility of its subscription to the Public Registry to prevent Marketing that should be communicated to Special Rental. For the exercise of any of these rights, the Holder must submit to Special Rental a request with the following information:

a) Name and address or other media to make able Hit to reply.

b) The documents proving your identity or, if applicable, The legal representation of the person making the request to his first name;

c) The clear and precise description of the Personal Data regarding the rights that you look forward to excersice.

d) Any other element or document that eases the localization of your personal data.



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In the case of a request for rectification of Personal Data, you must indicate in addition to what is indicated in the previous paragraph, the modifications to be made, and provide the documentation that supports your request.

In the case of a request for revocation of consent, in addition to the requirements already indicated in this Notice, the Holder must add to the request a description of the motives that originated the request for revocation of consent, where should be clear if the holder wants a partial or total revocation of the treatment of personal data.

The request, presented in the terms described above, will be served by the Hit Management area and must be sent by e-mail to [administracion@hit.com](mailto:administracion@hit.com), or written and sent to Hit address indicated in the second paragraph of this statement.

Special rental will have a maximum of twenty business days, counting since the moment they receive the request, to communicate the adopted determination, to the effect that, if it is appropriate, it becomes effective within the fifteen days following the date on which the response is communicated to it.

The terms of this Notice may change at any time, so Hit reserves the right to modify it whenever it deems necessary. Any modification of this Notice will be published in Hit's website [www.hit.com](http://www.hit.com), so the holder has the responsibility to be on the lookout for any changes.

Any denunciation by any Holder for breaches of Hit to the Law may be enforced through the filing of the corresponding complaint before the IFAI (Federal Institute of Access to the Information and Protection of Data); for more information, visit [www.ifai.org.mx](http://www.ifai.org.mx).