

PRIVACY POLICY

Thank you for accessing the webpage www.linio.com (the “Site”) operated by **BAZAYA MÉXICO, S. DE R.L. DE C.V.**, the company Responsible for the Processing of Personal Data located at Avenida Paseo de la Reforma No. 296, Colonia Juárez, Demarcación Territorial Cuauhtémoc, C.P. 06600, Mexico City.

At Linio, every day we work to serve you better when you purchase our products or use our services. Taking care of the Personal Data you share with us is an essential part of this. To that end, we want you to be certain that your information is safe and protected with us and know how we use it to offer you a better and more tailored customer experience when you use our services.

This Privacy Policy explains how we Process your Personal Data, to whom, under certain conditions, we transfer and/or transmit your Personal Data, as well as the security measures we have taken to protect it. It also explains the rights you have as a Personal Data Subject and how you can exercise them.

We urge you to read this Privacy Policy in detail and if you have any questions, please contact us to the email datos.personales@linio.com, or by telephone (55) 8525-1200 and 01 800 925 4646 or send a notification to Avenida Paseo de la Reforma No. 296, Colonia Juárez, Demarcación Territorial Cuauhtémoc, C.P. 06600, Mexico City.

I. Some definitions you need to know:

For the purposes of this policy, the words defined below shall have the meaning assigned to them in this chapter, whether capitalized, in the plural or singular.

Business Partner: An individual or legal entity that markets or offers products and/or services that enhance the value offer to Linio’s customers, such as, for example, financial institutions, insurance companies, retail stores, among others.

Privacy Notice: Physical document, electronic document or in any other format, generated by the Data Controller, which is made available to the Data Subject for the Processing of their Personal Data, which notifies the Data Subject the information regarding the existence of the information processing policies that will be applicable, how to access them and the characteristics of the Processing that will be performed on personal data.

Customer Service Channels: Means through which you can exercise your rights, which are through (i) email datos.personales@linio.com, (ii) or directly at Avenida Paseo de la Reforma 296, P 30, Col. Juárez, Demarcación territorial Cuauhtémoc, Mexico City, Mexico, 06600 or our telephone numbers are (55) 85-25-12-00 and 01-800-925-46-46

Linio or Responsible Party: Bazaya México, S. de R.L. de C.V.

Personal Data: Any information concerning an identified or identifiable natural person. For example, Linio may collect the following Personal Data: name, identification number, address, telephone, email, geolocation data, website usage and visit, browsing history, shopping habits and other biometric data such as your fingerprint, facial features and voice.

Sensitive Personal Data: Sensitive data are those that affect the most intimate sphere of the Data Subject, or whose improper use could give rise to discrimination or entail a serious risk to the Data Subject. Sensitive data are considered those that could reveal aspects such as racial or ethnic origin, current and moral health status, union membership, opinions, politics, sexual preference, etc.

Consent: Representation of the will of the Data Subject by means of which the processing of such data is performed.

Related Companies: Any company in which S.A.C.I Falabella owns 49% or more of its capital, directly or indirectly, or exercises a dominant influence, such as: Sodimac S.A., Hipermercados Tottus S.A., Promotora CMR Falabella S.A., Seguros Falabella S.A., Banco Falabella, Viajes Falabella Ltda., CF Seguros S.A., Rentas Falabella S.A., Plaza S.A., Promotora Chilena de Café Colombia S.A. (Juan Valdéz), and Imperial S.A.; RS-C Internet Services C.A., among others

Data Processor: Individual or legal entity, public or private, that by itself or jointly with others, performs the Processing of Personal Data on behalf of the Controller of the Processing of Personal Data.

Data Controller: Individual or legal entity, private in nature, that decides on the database and/or the Processing of the data.

Data Subject: Natural person whose personal data is subject to Processing.

Processing of Personal Data: The collection, use, disclosure or storage of personal data, by any means. The use includes any action of access, handling, use, transfer or disposal of personal data.

II. Authorization

By accepting this Privacy Policy, you authorize Linio to process your Personal Data.

Linio will only Process your Personal Data when it has your Authorization and only for the purposes indicated in section V of this document. You may revoke your authorization at any time by requesting it through any of the means indicated in section VIII.

III. Transfer of Personal Data to Related Companies and Others.

Additionally, by accepting this Privacy Policy, you authorize Linio to share your Personal Data with Related Companies and Linio's Business Partners and to allow them to process it

for the purposes indicated in section V. However, at any time, as the Data Subject, you may revoke the authorization granted or object to the sending of business notifications, by requesting it through any of the means indicated in section VIII.

In the event of selling all or part of Linio's business, you also authorize Linio to transfer the databases containing your Personal Data to the buyer.

Other than as set forth in this Privacy Policy, Linio may not sell or disclose your Personal Information to third parties unless it has obtained your prior consent or is required to do so by law.

Linio will be responsible for the effective fulfillment of the obligations regarding the Processing of Personal Data by its Related Companies and its Business Partners, notwithstanding the responsibility they have for any breach of such obligations. In the event that the Processing of Personal Data is performed by companies that provide services for Linio, said providers must also undertake confidentiality commitments and adopt measures to ensure due compliance with the regulations for the protection of Personal Data, especially those set forth in the Federal Law on Protection of Personal Data Held by Individuals and its Regulations.

IV. General Principles for the Processing of Personal Data.

Our commitment is to ensure that any processing of Personal Data that we perform, is always done respecting the rights granted by the Constitution and the laws. Therefore, we want to let you know the principles that motivate us in this matter:

Principle of Lawfulness: Personal data must be collected and processed in a lawful manner. Personal data must not be obtained through misleading or fraudulent means.

Principle of Consent: All Processing of Personal Data will be subject to the consent of the data subject. Consent shall be express when the will is expressed verbally, in writing, by electronic, optical or any other technology or by unequivocal signs. The Data Subject tacitly consents to the processing of their data, when having made the privacy notice available to them, they do not represent their opposition.

Principle of Information: The Data Controller will have the obligation to notify the Data Subject what information is collected from them and for what purposes through the privacy notice.

Principle of Quality: The Data Controller will ensure that the personal data contained in the databases are relevant, correct and updated for the purposes for which they were received.

Principle of Purpose: The Processing of Personal Data will be limited to the fulfillment of the purposes set forth in the privacy notice. If the responsible party intends to process the

data for a different purpose that is not compatible or analogous to the purposes set forth in the Privacy Notice, the consent of the data subject must be obtained again.

Principle of Fairness: Implies that the Processing of Personal Data must be carried out in a fair and lawful manner, in other words, in full compliance with the law and respect for good faith and the rights of the Data Subject, whose information is subject to Processing.

Principle of Proportionality: The Data Controller will only use the Personal Data of the Data Subject in accordance with the express purposes of the collection.

Principle of Responsibility: The Data Controller will ensure compliance with the principles of Personal Data protection set forth in the Federal Law on Protection of Data Held by Individuals, and must adopt the necessary measures for its enforcement, even when processed by a third party at the request of the responsible party. The Data Controller, must take the necessary and sufficient measures to ensure that the privacy notice given to the data subject, is respected at all times by them or by third parties with whom it has any legal relationship.

Linio will be responsible for the effective fulfillment of the obligations related to the processing of the data by its Related Companies, notwithstanding the responsibility they have for any breach of such obligations. In the event that data processing is to be performed by service providers for Linio or its Related Companies, such service providers must also undertake confidentiality commitments and adopt measures to ensure due compliance with the obligations of the Data Protection Law.

V. Purposes for Which your Personal Data may be Processed.

Your Personal Data may be Processed by Linio, its Related Companies and Business Partners directly or through its suppliers, exclusively for:

1. Take the relevant steps for the development of the corporate purpose of Linio related to the fulfillment of the purpose of the contract entered into with the Data Subject.
2. Comply with obligations undertaken with the Data Subject.
3. Provide Personal Data to third parties with whom Linio has a contractual relationship, and it is necessary to give it to them for the fulfillment of the contracted purpose. For example, Linio may use third parties to assist in the delivery of product promotions, collect payments, ship products or operate our customer service systems.

4. Prepare, implement, promote and offer you new products and services, or new attributes, modalities or characteristics to the products and services that are already available to you.
5. Automatically fill out the documents associated with the transactions that you carry out as a function of the products and services purchased, used or contracted, or that you purchase, use or contract in the future, with Linio and/or its Related Companies
6. Adjust the products and services offered by Linio and its Related Companies to your customer profile, or conduct analyses, reports and assessments in this regard
7. Develop sales actions or post-sale services, general or directed personally to you, tending to improve your experience as a customer.
8. Send information via physical mail, email, text messages (SMS and/or MMS), digital media such as Facebook, or “WhatsApp” or other similar platforms, to the mobile telephone or means of notification that you give us, to send you the following information: (i) About the delivery and status of your orders placed on the Site; (ii) To send you sales information, or offers or promotions about products or services of Linio or its Related Companies, or to conduct surveys or confirm your Personal Data; and (iii) So that you can make use of the benefits of Falabella’s loyalty program “CMR Points” through any of the communication, sales or redemption channels available, both face-to-face and remote.
9. Share Personal Data with third parties for Linio’s compliance with money laundering and terrorist financing regulations.
10. Share Personal Data with third parties for fraud protection and credit risk reduction purposes.
11. Share Personal Data with third parties that are Business Partners and Related Companies so that they may offer products and/or services that allow us to improve the value offer for Linio’s customers, all the foregoing pursuant to the provisions of the Federal Law on Protection of Personal Data Held by Individuals.
12. Transfer personal data outside or inside the country to Related Companies so that they may process your Personal Data pursuant to the purposes set forth in this Policy, pursuant to the provisions of section V of this Policy.

13. Transfer Personal Data inside or outside the country to third parties pursuant to the provisions of section III of this Policy.

VI. Collection of your Personal Data

In this section, we list some of the means by which Linio accesses your Personal Data:

1. When you create an account on the Site.
2. When you visit our Site, and by logging in through your account, browse the web or purchase any product or service.
3. When you visit our Site, and without logging into your account, browse the web or purchase a product or service.
4. When you participate in any loyalty program of Linio or its Related Companies.
5. When you fill out a form or participate in any contest, survey, or comment or review a product or service.
6. When a Related Company previously authorized by you, shares with Linio Personal Data it has about you.
7. When a third party, previously authorized by you, shares with Linio Personal Data it has about you.

VII. Rights of the Data Subject pursuant to the Federal Law on Protection of Personal Data Held by Individuals.

The Data Subject will have the following rights:

1. ARCO Rights (Access, Rectification, Cancellation and Opposition) of their Personal Data.

2. Request proof of the authorization granted to Linio for the Processing of their Personal Data.
3. Be notified by Linio, upon request, pursuant to section VIII of this Policy, regarding the use that has been made of your Personal Data.
4. Be notified by Linio, upon request, pursuant to section VIII of this Policy, regarding its use of your Personal Data.
5. Submit queries to the Data Controller or Data Processor, as set forth in number 3 of this policy, and file complaints with the National Institute for Transparency, Access to Information and Protection of Personal Data.
6. Access, free of charge, the Personal Data that are subject to Processing under the terms of article 22 of the Federal Law on Protection of Personal Data Held by Individuals.
7. Revoke the authorization granted for the processing of Personal Data.

The Data Subject will have the duty to keep their information updated and ensure, at all times, its accuracy. Linio will not be responsible, in any case, for any type of responsibility derived from the inaccuracy of such information.

VIII. Procedure for the Exercise of the Arco Rights pursuant to the Federal Law on Protection of Personal Data Held by Individuals.

You may exercise the rights indicated in the preceding number and all other rights conferred by the Federal Law on Protection of Personal Data Held by Individuals by contacting Linio by e-mail at datos.personales@linio.com, or by calling the telephone (55) 8525-1200 and 01 800 925 4646, or by sending a notification to Avenida Paseo de la Reforma No. 296, Colonia Juárez, Demarcación Territorial Cuauhtémoc, C.P. 06600, Mexico City. The Legal Affairs and Governance Management will be responsible for issuing the guidelines for the handling of requests, inquiries and claims in regards which the Data Subject may exercise their rights to know, update, rectify and delete Personal Data and revoke the authorization for the Processing of Personal Data.

ARCO Rights

If you wish to exercise your ARCO rights (access, cancellation, rectification and opposition to the processing of your personal data) or revoke the consent you have given to Linio for the Processing of your Personal Data that is stored in our databases, you must contact Linio through the Customer Service Channels and generate the request for consultation of Personal Data. For the foregoing, it is necessary that at the time of generating the request, (a) Send the documents that verify the identity of the Data Subject or of the representative, (b) The name and address of the data subject, (c) The clear and precise description of the Personal Data with respect to which the data subject seeks to exercise any of the rights, (d) The express representation to revoke their consent to the processing of their personal data and therefore, so that they are not used (e) any other element or documents that facilitate locating the Personal Data. If the request of the Data Subject is unclear, erroneous or incomplete, Linio may ask the Data Subject to provide additional information to meet the request within five (5) business days of receipt of the request, if the Data Subject does not respond within ten (10) business days to the request for additional information, the request will be deemed to not have been submitted.

Linio will notify the Data Subject, via email or any other means it deems appropriate, within a maximum term of twenty (20) business days as of its date of receipt the decision adopted, so that if it is appropriate, it will become effective within fifteen (15) business days as of the date on which the response is notified. When it is not possible to handle the consultation within the terms set forth in the foregoing paragraph, the foregoing terms may be extended only once for equal periods and this situation will be notified to the Data Subject, indicating the reasons for the delay and indicating the date on which the consultation will be handled.

Claim for Rectification, Cancellation or Opposition of Personal Data

In case you wish to file a claim for rectification, cancellation or opposition of Personal Data, you should contact Linio through the Customer Service Channels and Linio will handle your request under the same terms as the foregoing section of this instrument.

If you represent, through any of the Customer Service Channels, that you do not wish to receive publicity, Linio will proceed to make your request effective within five (20) business days as of its receipt. This, you will receive an email confirming the elimination of your Personal Information from Linio's advertising databases. Additionally, you will be asked to confirm if you want your Linio account to be deleted. The Data Subject will have a term of five (5) business days as of the date the email is sent to confirm the deletion. In the event that the Data Subject confirms that they want their Linio account to be deleted, or if at the end of the five (5) day period they do not reply to the email, Linio, to comply with current

regulations regarding the protection of personal data, will proceed to delete their Linio account within five (5) business days.

The deletion of the Linio account will result in the deletion of all your Personal Data, resulting in the loss of your entire purchase history, as well as any rebate or discount coupons, and any other personal data Linio has about the Data Subject.

The request of opposition of the information and the revocation of the Consent will not be fulfilled when there is a legal, contractual or commercial duty that you remain in our database.

IX Cookies and their Use by Linio

At Linio, we use cookies and similar technologies to tailor and enhance your customer experience and show you relevant online advertising.

Cookies are small text files containing a unique identifier that are stored on the computer or mobile device through which you access the Site, so that they can be recognized each time you use the Site.

You may choose to disable some or all cookies we use at any time. However, this may restrict your use of the Site and limit your experience on the Site. The use of cookies does not contain or affect Personal Data and poses no danger of viruses. If you would like more information about cookies, please go to <http://www.allaboutcookies.org>. For information about deleting cookies go to <http://www.allaboutcookies.org/manage-cookies/index.html>.

X. Linio is NOT Responsible for Third-party Sites that Advertise on the Site

To enhance your customer experience, the Site may contain third-party advertising and links to other sites or frames from other sites. Please be aware that Linio is not responsible for the privacy practices or content of such third parties or sites, and you should review the privacy policies of such third parties or sites.

XI. Safeguards Linio Takes to Protect Your Personal Data

Linio maintains physical, electronic and procedural safeguards required by law in connection with the collection, storage and transfer of your Personal Data and periodically evaluates their effectiveness. The purpose of these safeguards is to prevent unauthorized or unlawful access to or accidental loss, destruction or damage to your Personal Data.

Therefore, when Linio collects data through the Site, it does so through a secure server that has safeguards in place. In addition, Linio's security procedures sometimes require that you be asked to provide proof of identity before we are able to release your Personal Data to you. In the case of electronic payment card information, Linio also uses Secure Socket Layer (SSL) encryption systems that encrypt information to prevent fraudulent use. Although it is not possible to ensure the foregoing, these systems have proven to be effective in the handling of confidential information, preventing access by external threats (i.e., hackers). Notwithstanding the foregoing, we recommend that you do not send unencrypted credit or debit card data or from public or unsecured sites or equipment. Please note that you are solely responsible for protecting against unauthorized access to your password and computer.

XII. Term and Amendment of this Privacy Policy.

This Policy will apply as of December 15, 2018, and your Personal Data will remain stored only for the time required by Law, or for the fulfillment of the purposes that have been authorized by you.

This Policy may be amended by Linio at any time. Notwithstanding the foregoing, Linio will notify you, by such means as it deems appropriate, of any material change prior to such amendment becoming effective.