

Privacy Notice

Punta Syros, S.A. de C.V.

Tirajana, S.A. de C.V.

Corporativo Almería, S.A. de C.V.

Operadora Mallorquina, S.A. de C.V.

Average reading time: 2 min. 25 sec.

This document describes the way we collect and use the personal information you provide to us.

It also describes what information it is and what options you have to limit the use of such information as well as the procedure for exercising your ARCO rights.

1) Responsible for the protection of your personal data.

Punta Syros, S.A. de C.V. (Hotel Bluebay Grand Esmeralda), Tirajana, S.A. de C.V. (CircleOne), both residing in Carretera Federal Chetumal Puerto Juárez Km. 300, Ejido Norte Playa del Carmen, Quintana Roo 77712, México; Corporativo Almería, S.A. de C.V. (Hotel Blue Diamond), residing in Carretera Federal 307 Chetumal Puerto Juárez Km. 298 816, Punta Maroma, Playa del Carmen, Quintana Roo 77710, México; Operadora Mallorquina, S.A. de C.V. (Hotel BelleVue Beach Paradise), residing in Blvd. Kukulcan Km. 19.5, Zona Hotelera, Cancún, Quintana Roo 77500; are responsible for the treatment (use of) your personal data.

2) Our Data Protection Department.

Head of Department: Administration and Operation

Address: Carretera Federal Chetumal Puerto Juárez Km. 300, Ejido Norte, Playa del Carmen, Quintana Roo, C.P. 77712, México.

E-mail: protecciondedatos.mex@bluebayresorts.com

Phone no.: +52 (984) 8774500

3) What purposes do we collect and use your personal data for?

Your personal data will be used for the following purposes:

To provide the requested products. To provide the services requested and / or contracted. To respond to your requests for information, care and service. To evaluate the quality of service we provide. To keep record and track of the contractual relationship for future services. For financial management, billing and cost collection. To comply with the obligations and commitments made to you.

Additionally, your personal data may be used for the following:

Promotion and marketing of products and services. To conduct studies and programs that are needed to determine use and consumption habits. Offering new products and

services tailored to your interests and needs. Regular assessments of our products and services in order to improve their quality. To notify you about new services or products that are related to those already contracted or acquired. Newsletters and notifications about our organization.

4) What personal information do we collect and from where?

For the purposes outlined above we may collect your personal information in several ways:

- When you visit our website or use our online services.
- By phone or fax.
- When you provide them to us personally.
- When we get information through other publicly available sources that are permitted by law (telephone or work directories, websites, etc.).

Personal information we collect:

Contact Information (Name, Email, Address, Phone no., Mobile no., Fax no.)
Identity Documentation (Voter's Registration Card, Passport, Driver's License, Passbook or Professional License)
Financial information and means of payment (credit card, debit card, checks)
Tax Information (RFC, Billing Address)
Identification in Social Networks (Facebook, Twitter, LinkedIn, Google+, Skype)
Socioeconomic data (age, sex, income level, schooling)
Social Security Number (SSN) and / or CURP
Academic History (school certificates, records, studies completed)
Financial beneficiaries and dependents Family information (spouse, children, grandchildren)
Personal References (information from non-relatives)
Employment information (company, position, work activity, CV)
Habits, sports, pastimes and hobbies

Sensitive data:

Please note that to comply with the purposes set out in this privacy notice, the following sensitive personal data will be collected and processed:

Medical and / or psychological history (health status, conditions and / or history) Criminal record.

In this case, we will require your express consent (agreement) for the treatment of the sensitive personal data, and we commit ourselves to making sure that it will be treated under strict security measures to ensure confidentiality.