**PRIVACY NOTICE**

Last modified: October 2026

In compliance with the provisions of the Federal Law on Protection of Personal Data Held by Private Parties (the "Law"), this Privacy Notice (the "Notice") is made available to persons who register on the website https://www.plastimagen.com.mx/, whether as attendees or exhibitors (hereinafter, the "Data Subjects").

**Who is responsible for processing your data?**

The information provided below corresponds to the Regulated Entity acting as the Data Controller for your personal data:

- Identity: Informa Markets, S.A.P.I. de C.V. (formerly UBM Mexico Exposiciones S.A.P.I. de C.V.), commercially known as Informa Markets (hereinafter, "Informa").
- Address: Calle Lago Alberto 319, 9th floor, Colonia Granada, C.P. 11520, Mexico City.
- Phone: 01 (55) 4122 2900
- Email: privacidad.mexico@informa.com

**What personal data do we process, for what purposes, and to whom do we transfer it?**

**Attendees**

We process the following personal data: first and last names; email address; telephone number; postal code; job title or position; company or institution; professional sector or area in which you work; gender; age; nationality; tax information; interests declared during registration or browsing; as well as the activity recorded during the event.

**Necessary purposes**

These purposes are carried out for the management and development of the event and **do not require your consent**, as the exception provided for in Article 9, Section IV of the Federal Law on Protection of Personal Data Held by Private Parties applies, as they arise from the fulfillment of contractual obligations between you and Informa:

- To register and confirm your attendance at the event.
- Process your ticket payment and issue the corresponding tax receipt.
- Manage your admission and participation in the event's activities.
- Facilitate interaction between attendees and exhibitors through QR codes.
- To comply with the rights and obligations arising from the legal relationship established.

**Secondary purposes**

- Perform segmentation for marketing purposes and send advertising related to the event or its exhibitors.
- Capture and use your image, voice, or physical characteristics during the event for promotional purposes.

These purposes **do not involve the processing of financial or sensitive data**, so their processing is

based on your **tacit consent**, in accordance with Article 7 of the Law. If you do not express your opposition after reading this Notice, we will understand that you consent to such processing. You may express your refusal at any time by sending an email to: privacidad.mexico@informa.com

**Exhibitors**

We process the following personal data: first and last name; email address; telephone number; job title or position; company or institution; professional sector or industry; tax address; billing information; and interests stated during the hiring process or during the event.

**Necessary purposes**

These purposes are necessary to formalize and execute your participation as an exhibitor and **do not require your consent**, as they arise from the fulfillment of a legal relationship with Informa:

- To register and confirm your participation as an exhibitor.
- Coordinate logistics related to your booth, promotional materials, and activities within the event.
- Issue tax receipts and coordinate payments.
- Facilitate interaction with attendees through technologies such as QR code readers.
- To comply with rights and obligations arising from the established legal relationship.

**Secondary purposes**

- Share your profile with pre-segmented attendees to facilitate networking and lead generation.
- Use your image, brand, or promotional material for advertising purposes for the event in physical or digital media.

These purposes do not involve the processing of financial or sensitive data, so their processing is carried out based on your tacit consent. If you do not express your opposition after reading this Notice, we will understand that you consent to such processing. You may express your refusal by sending an email to: privacidad.mexico@informa.com

**Remissions**

Your data may be shared with logistics and technology service providers that supports in organizing the event. These transfers are made in their capacity as data processors and do not require your consent.

**What technologies do we use on our website and how can you disable them?**

Our website uses cookies and similar technologies to improve your browsing experience, analyze and monitor the use of the site, personalize content and, where appropriate, display advertising based on your interests.

Cookies are small text files that are stored on your device when you visit our site. Some expire when you close your browser session (session cookies) and others remain stored for longer (persistent cookies).

The cookies we use can be classified into the following categories:

- **Essential cookies**: necessary for the website to function, for example, to keep you logged in or to enable basic features. These cookies do not require your consent.
- **Functionality cookies**: these allow us to remember your preferences, such as your language, country, or font size.
- **Analytics or performance cookies**: collect information about how you interact with the site to help us improve its design and functionality.
- **Advertising or third-party cookies**: used to show you personalized ads, as well as to integrate social media features or multimedia content.

When you first access our site, an information notice about the use of cookies will be displayed and you will have the option to manage them through a settings panel. Some cookies will only be installed if you give your consent.

You can configure your browser to accept or reject cookies, as well as to delete those that have already been installed. Please note that disabling certain cookies may affect the functioning of the site and limit some features.

For more information about the types of cookies we use, their duration, the third parties involved, and how to disable them, please see our Cookie Policy: https://privacy.informa.com/trackers/en/

**What are your rights regarding the protection of your personal data?**

You have the following rights with regard to Informa in relation to the processing of your personal data (ARCO):

- To know what personal data we have about you (Access).
- Request the correction of your personal information if it is incorrect, incomplete, or out of date (Rectification).
- Request the deletion of your data from our records if you believe it has not been processed properly (Cancellation).
- To object to your personal data being used for specific purposes (Opposition).

To exercise any of your rights, you must send your request to the following email address:privacidad.mexico@informa.com .

The request must meet the following requirements (i) your name and address; (ii) documents proving your identity or, where applicable, your representation; (iii) address or means of communication indicated for receiving the response; (iv) a clear and precise description of the personal data for which you wish to exercise any of the aforementioned rights; (v) any other information that facilitates the identification of the personal data; (vi) a description of the ARCO right you wish to exercise, or what you are requesting; and, where applicable, (vii) documents proving the origin of the requested corrections.

Informa will respond within a period not exceeding 20 (twenty) business days from the date of receipt of the request. Said response will be notified to the address or email address designated by the Owner and, where applicable, will be effective within 15 (fifteen) business days following notification of the response. This period may be extended once, provided that it is justified by the circumstances of the case.

If the request is insufficient, incomplete, or does not meet the minimum requirements indicated in the previous paragraph, you may be asked once to provide the necessary information or documents for the processing of the request within five (5) business days of receipt. You will have 10 (ten) business days to comply with the request; if you do not respond within this period, the request will be considered not submitted. If you comply with the request, the period of 20 (twenty) business days to respond to your request will begin on the day following the receipt of the response to the request.

If you wish to access your personal data, your request will be dealt with by allowing you access to the data at Informa's address, granting you a period of no less than 15 (fifteen) business days to consult it, or by issuing printed copies, electronic documents, or any other means that allows you to access said personal data.

**How can you revoke your consent to the use of your personal data?**

You may revoke any consent you may have given us for the processing of your personal data. However, it is important to note that we may not be able to comply with your request or terminate use immediately in all cases, as we may be required by law to continue processing your personal data. You should also bear in mind that, for certain purposes, revoking your consent will mean that we will no longer be able to provide you with the service you have requested, or that your relationship with Informa will be terminated.

The procedure for submitting, responding to, and complying with the request will be subject to the requirements and deadlines set out in the previous section.

**How can you limit the use or disclosure of your personal data?**

If you have given your consent, either tacitly or expressly, for the processing of your personal data for the purposes stated, you may limit the use and/or disclosure of your personal data at any time by sending an email toprivacidad.mexico@informa.com, indicating the data for which such limitation is requested.

**Modifications and inquiries**

Informa reserves the right to modify the content of this Privacy Notice at any time, whether due to legislative or jurisprudential changes, internal policies, or new processing practices. Any modification, including those related to the purposes of personal data processing, will be duly communicated to the data subject through our website in order to ensure their knowledge and, where appropriate, to obtain consent again when legally required.

Continued use of our services after such modifications have been published will imply acceptance of the new terms of the Privacy Notice, except in cases where the new purposes require the express consent of the data subject, in which case it will be requested separately and prior to the corresponding processing.

If you have any questions or require clarification regarding this Notice, please contact us at: privacidad.mexico@informa.com

You may contact the Anti-Corruption and Good Governance Secretariat (SABG) if you believe that your right to personal data protection has been violated.

**Consent**

As an attendee at the event:

☐ I do not give my consent to receive promotional information from Informa or the exhibitors.

☐ Yes I do give my express, free, and informed consent for Informa, as well as its subsidiaries and affiliates, to use, reproduce, edit, and disseminate, for promotional or institutional purposes, my image, voice, or identifying data captured during events or activities related to my participation as an attendee or exhibitor. This authorization is granted free of charge, for an indefinite period, worldwide, and in accordance with the provisions of Articles 86 to 88 of the Federal Copyright Law, the LFPDPPP, and other applicable provisions on civil liability. The use is limited to lawful purposes that respect my dignity and may be revoked at any time in accordance with the mechanisms indicated in the privacy notice.

Name: _____
Signature: _____

**Note**: To grant or deny your express written consent, please fill out this section and send it to privacidad.mexico@informa.com