In accordance with the articles 8, 15, 16 and 17 of the Federal Law for Personal Data Protection in Possession of Individuals, we bring to your attention this notice to inform you the way that AVANTI DERMA, S.C. collects, solicits and receives personal and sensitive data, for which the treatment that is given to the PERSONAL AND SENSIBLE DATA, is in accordance with the type of data being handled, the resources offered to limit the use of the mentioned data and the procedure to exercise the rights to access, rectify, cancel, and oppose regarding your personal data and the revocation of your consent. For the foregoing, the no opposition to the use of your personal data will be rendered as authorized according to this present Privacy Notice.

RESPONSIBLE FOR THE PROTECTION OF YOUR PERSONAL AND SENSIBLE DATA. MARIA JUANA VILLAR CORREA, address Blvd. Agua Caliente No. 4558, Of. 1107, Col Aviacion, C. P. 22014, Tijuana Baja California.

PERSON IN CHARGE OF HANDLING PERSONAL DATA. Chief of the Department of Personal and Sensible Data: CHRISTIAN ELIUT OSUNA VAZQUEZ. Address: Blvd. Agua Caliente No. 4558, Of. 1107, Col Aviacion, C. P. 22014, Tijuana Baja California. Telephone: (664) 687 48 48, E-mail: privacidad@avantiderma.com

ABOUT THE TREATMENT OF PERSONAL AND SENSIBLE DATA: We bring to your attention that the collected data will be treated and safeguarded on a legality, quality, consent, informational, finality, loyalty, proportionality and responsibility basis, embodied in the Federal Law for Personal Data Protection in Possession of Individuals. Your Personal data will be kept in indefinitely in the different media that technology allows and with the upmost security that this media brings us. The Personal Data will be protected in an administrative, technical and physical manner to avoid loses, incorrect use or non-authorized access, publication, modification, or destruction of the personal data that you have provided.

PURPOSE OF THE TREATMENT OF PERSONAL DATA: The personal data we collect will be used for the following: Primary Purpose: Carry out the service that Avanti Derma S. C. offers directly or indirectly through their representatives for the sale and hiring of advertising spaces, subscriptions, patient photographs, and classified ads; The delivery of communications and informative bulletins of Avanti Derma, S. C; information about our services, products or events: As well as the medical and esthetic treatment that the patient requires with any of the Doctors at services to Avanti Derma S. C.; Comply with obligations; Respond to requests about information, attention and service: Elaborate surveys and statistics to evaluate the quality in the service we provide; Bring to your attention the commercial, operative and privacy politics; Log files and registry in relation with the contracted compromise we have to you in this Privacy Notice. Secondary Purposes: Delivery of publicity (photographs of the treatment before and after) of our company or subsidiaries, our clients, and third parties through any means; Promotion and marketing of products and services; Elaborate studies and programs that are necessary to determine the habits in usage and consumption; Offer you new products and services tailored to your interests and needs; Make regular evaluations to our products and services to better the quality of them; Notify you about new services and products.

TYPES AND WAYS IN WHICH WE COLLECT PERSONAL DATA. Types: Questionnaire of general data that contains contact information (Name, Email, Address, Telephone, Cellular Phone, Fax); Financial Information and type of payment (Credit, Debit Card, Checks); Fiscal or Tax Information (RFC, Fiscal Address); Questionnaire about Sensible data which consists on information about medical history, illness, allergies, terminal illnesses: Ways: By telephone or fax; When you provide them personally; When you visit our web page or contacts us through our web site.

WEB BEACONS: We inform you that we use WEB BEACONS to obtain your personal information about yourself, like the following: Your type of browser and operating system. The links that you follow. The IP address. The site you visited before entering our site. These web beacons are inserted images on a Web page or e-mail address, which can be used to monitor the behavior of a visitor, information of the user’s IP address, interaction time spent on said page and the browser that was used. These WEB BEACONS can be disabled in the forms and through the ways that are available in the privacy notice section of our web page: http://avantiderma.com or through the email address privacidad@avantiderma.com

TRANSFERENCE OF DATA. With the exception of our internal usage or publishing companies hired directly, we do not make data transferring of your personal data to third parties.
PRIVACY NOTICE

ARCO’S RIGHTS: You have the right to ACCESS, RECTIFY, CANCEL and OPPOSE the personal data we collect, so you can Access and know the personal data that we poses and the details for the treatment and use of the same, as well as to Rectify them and correct them in case they are inexact or incomplete; Cancel and eliminate them when you considerer they are not required for any of the purposes stated in the present privacy notice, or that they are being used for purposes not authorized by you or that the contractual or service agreement has ended, or well, Oppose the treatment of the same for specified purposes, for that we have implemented mechanisms to exercise your ARCO rights, as well as the length of time, information and documentation that your request has to include, same that are described in this notice and remain at your disposition in the privacy notice section on our web page: http://www.avantiderma.com REVOCATION OR AUTHORIZATION. You can REVOKE the authorization for the use of our personal data, and for that we have implemented mechanisms to exercise your right to Revoke, as well as the length of time, information and documentation that your request has to include, same that are described in this notice and remain at your disposition in the privacy notice section on our web page: http://www.avantiderma.com

USAGE OR DIVULGATION LIMITS. You can LIMIT the use or divulgation of your personal data or ask that you be excluded to receive information or advertising promotions, for that you have to send your request to privacidad@avantiderma.com. In case that your request results positive, the Department of Personal Data will register you in the List of Exclusion of Personal Data with the purpose that you can stop receiving our promotions and communications.

PROCEDURE TO EXERCISE YOUR RIGHTS. To exercise the rights that are mentioned in this notice, you have to present a request through the Format “Formato Unico” to Exercise your ARCO rights, Revoke of Consent and/or Limit of the Use and Divulgation of Personal Data, and it is at your disposition in the administrative offices of the company and in the privacy notice section of our web page http://www.avantiderma.com, it contains all the elements and requirements you need to fill out your request, and it has to be delivered directly to our Representative in the Personal Data Department, in the address indicated in this notice, with business hours from Monday through Friday, from 10:00 to 16:00 hours. So the Personal Data Department can give your request a proper follow up, you or your legal representative have to correctly credit your identity, for which is necessary that you complete all the indicated fields in the “Formato Unico” referred beforehand, and be accompanied by a copy of any of the current official identifications that are stated in the same document. In case the given information in the Format is erroneous or insufficient, or, it is not accompanied by the corresponding accrediting documents, the Personal Data Department, in the next following five (5) business days following the reception of the request, can require you to present the necessary elements or documents to give the proper processing. You will have ten (10) business days to respond the requirement, counting from the next day it was received. In case you do not answer in the allowed period, the corresponding request will be render as not presented. The Department of Personal Data will communicate the corresponding resolution, in a period no longer than twenty (20) business days, counting from the date your request was received or if it’s the case, you complied with the proper requirement. If your request was rendered positive, you can make it effective within the following fifteen (15) business days that the response was communicated. The responses and communications of the person in charge will be delivered electronically to the email address that you specify in the “Formato Unico”. In case that the right to Access results appropriate, the information will be at the disposal of the person in charge of the Personal Data Department in a period no longer than fifteen (15) business days. The attention to requests is free, except in those cases indicated in the Federal Law for Personal Data Protection in Possession of Individuals.

IFAI. If after exercising any or your Arco’s rights, revocations or limitations, through the methods listed in this notice and the received response by our behalf is considered incomplete or not satisfying, or you consider that your right to protect your personal data has been damaged by any conduct or action through our behalf, or you have sufficient evidence that shows that in the treatment or your personal data there is a violation of what is stated in the Federal Law for Personal Data Protection in Possession of Individuals, you can use the Procedure for the Protection of Rights and Verification, before the Federal Institute for the Access to Information and Protection of Data (IFAI). For further information consult the IFAI web page: www.ifai.org.mx

CHANGES TO THE PRESENT PRIVACY NOTICE. The present Privacy Notice can be modified in the future. In any case every modification will be made to your notice through a publication of the same in our page: http://www.avantiderma.com. February 2014.