

INTEGRAL PRIVACY NOTICE

YOUTH BUILDING THE FUTURE GLOBAL WEBSITE

In compliance with the Federal Law on Protection of Personal Data Held by Private Parties, we make this comprehensive privacy notice available to you.

Identity and address of the person responsible for your personal data.

Youth Building The Future Global S.A.S, (hereinafter “YBTFG”), with address at Cto. Interior s / n, CU, Gustavo A. Madero, 04510 Ciudad de México, CDMX, is responsible for the use and protection of the personal data that we will collect from you, and in this regard we inform you of the following: How to contact our privacy officer.

For everything related to the treatment and protection of your personal data, you can contact our privacy officer by sending an email to the following address: Headquarters@youthbuildingthefutureglobal.com

Purposes for which we will use your personal data.

Your personal information will be used for the following primary purposes, which are necessary for the legal relationship you wish to have with us:

As a customer of the DSD Channel (Direct Store Delivery-Direct Store Sales):

Primary:

Identify you as a customer.

Collection of personal data for statistical purposes.

Attention to doubts, clarifications and complaints.

Personalization in the service.

Prepare and update our customer database.

Document and solve service problems.

Contact you personally or by any means of communication, even digital, in order to offer you our products, place orders, send you quotes and general information about our products.

Internal audits of customer files.

Where appropriate, delivery of an incentive or award.

Delivery of products for subsequent sale.

Track your purchases.

Breaking your purchases.

****Secondary:**

Inform you about our products and / or services and promotions on them.

Send you advertising, carry out marketing and commercial prospecting activities.

Obtain your comments on the services and / or products provided.

Verify the quality of our services, make statistics and internal reports.

Verify the quality of our services, make statistics and internal reports.

As a job seeker:

Primary:

Identify and contact him.

Verify the information provided by you.

Integrate your file as a job applicant.

Evaluate your job application in accordance with our selection and recruitment processes.

****Secondary:**

In case of not being selected, keep your file for a maximum period of one year to consider it on future occasions if a vacancy that fits your profile and skills arises in any of our companies.

Inform you about our products and / or services and promotions on them.

Send you advertising, carry out marketing and commercial prospecting activities.

Obtain your comments on the services and / or products provided.

As a user of the website <https://www.youthbuildingthefutureglobal.com>, Servicios al Consumidor or Call Center of YBTFG.

Primary:

Register it in our systems.

Provide you with the information you request about our products and services.

Attention and follow-up of doubts, clarifications, complaints or suggestions.

Prepare and keep our database of clients and client prospects updated.

Document and solve service problems, which could include visits to your home in order to collect or deliver information or products derived from your complaint.

Fulfillment of the obligations related to your purchase (such as the delivery, monitoring and collection of your purchase).

****Secondary:**

Request your comments on the services and / or products provided by any of the YBTFG companies in Mexico.

Offer, inform or sell products and / or services marketed under the YBTFG® brands, as well as promotions on them.

Offer or inform you about promotions related to products marketed under the YBTFG® brands.

Carry out advertising, marketing and commercial prospecting activities related to the brands marketed by YBTFG in Mexico.

****** The secondary purposes stated above are not necessary to provide you with our products and services, but they are very useful to us to provide you with a better service, improve the quality of our products and services, as well as to promote them.

Personal data that we will collect from you. For the aforementioned purposes, we may collect the following categories of personal data:

DSD channel client: Identification, contact and physical characteristics (voice).

Job Applicant: Identification; Contact; academics; labor. If you advance in the selection process, your personal data may be transferred to any of the YBTFG companies in Mexico that has been interested in your profile, and personal patrimonial, financial or sensitive data may be requested, in which case the company to which your data has been transferred, will require your express consent in writing by signing a new privacy notice that will be made available to you. (See section on transfers).

User of this website and of the call center: Identification and contact and in case of making a purchase, your patrimonial data. We do not collect sensitive personal data.

Personal data of minors:

- User of this website and the call center: If you provide us with personal data of minors, of whom you are their father, mother or guardian, said data will only be used to provide the service that you request or contract with us for the minor's purposes. Your personal data will not be processed for secondary purposes, and only identification and contact information may be collected. Likewise, any right related to the minor must be requested directly by you or by any other person who has

parental authority or guardianship over him, in the terms of the procedures contemplated for you in this privacy notice.

- Job seeker: We do not collect personal data from minors, so you must refrain from providing them.

You do not agree with the secondary purposes? How can you refuse?

If you do not want your personal data to be processed for the secondary purposes indicated, or any of them, you can deny us your consent from this moment by sending your request via email to our privacy officer, who will indicate the process to follow for the exercise of your right. Your refusal will not affect the primary purposes nor will it be a reason to stop providing you with our products and services.

In the event that this privacy notice is made available to you indirectly, you will have a period of (five) business days to express your refusal to process your personal data for secondary purposes. If you do not do so, it will be understood that you consent to the processing of personal data for said purposes, without prejudice to the fact that you subsequently decide to exercise your rights of revocation or opposition in the manner indicated in this privacy notice.

Does YBTFG transfer my information?

We inform you that your personal data may be transferred, without your consent being legally required, to the following natural or legal persons:

Job Applicant: YBTFG companies that operate under our same policies and internal processes for the protection of personal data, with the following purposes: (i) Provide you with a better service; (ii) comply with our internal regulations; (iii) identify and contact you for advertising, marketing and / or commercial prospecting purposes; (iv) in general comply with any of the purposes set forth in section 3 of this privacy notice; (iv) if you are not selected by us, share your resume to be able to consider it in any vacancy of said companies (in case they request it).

User of this website and call center:

Parcel companies to send the goods purchased or exchanges of goods.

All holders to whom this privacy notice applies:

Authorities to which we must communicate your personal information by virtue of a law, in order to comply with the corresponding regulations, as well as for the recognition or exercise of any right.

YBTFG companies that operate under our same policies and internal processes for the protection of personal data, with the following purposes: (i) Provide you with a better service; (ii) comply with our internal regulations; (iii) identify and contact you for advertising, marketing and / or commercial prospecting purposes; (iv) in general comply with any of the purposes set forth in section 3 of this privacy notice.

Natural or legal persons with whom we have a contract entered into or to be entered into, that is in your interest, in order to grant you benefits.

If the corresponding assumption is updated, any of the transfers contemplated by article 37 of the Federal Law on Protection of Personal Data Held by Private Parties:

Likewise, your personal identification and contact data may be transferred to the following legal entities, in which cases we do require you to grant us your consent:

In the event that YBTFG is acquired or merged with any other company, we may transfer your personal data to it, in order to inform you and offer its products and / or services.

E-commerce companies with which we have a service provision contract, in order for them to promote and sell our products.

If you do not express your refusal for us to make these transfers, or any of them, we will understand that you have given us your consent. You can express your refusal from this moment by sending an email to our privacy officer, who will indicate the procedure to follow to exercise your right.

How can I exercise my ARCO Rights?

In the terms of the applicable regulations, you have the right to know what personal data we have about you, what we use them for and the conditions of use that we give them (Access). Likewise, it is your right to request the correction of your personal information if it is outdated, inaccurate or incomplete (Rectification); that we delete it from our records or databases when you consider that it is not being used properly (Cancellation); as well as oppose the use of your personal data for specific purposes (Opposition). These rights are known as ARCO rights.

To exercise any of the ARCO rights, you must submit the respective request through an email addressed to our privacy officer, who will inform you about the procedure, requirements, response times, how we will make your right effective, and will attend to any questions, complaints or comments you have in this regard.

Are there mechanisms and procedures to revoke my consent?

You can request the revocation of the consent that you have given us. However, it is important that you bear in mind that not in all cases your request will be appropriate or we will be able to terminate the use immediately, since it is possible that due to some legal obligation we will need to continue treating your personal data.

To revoke your consent, you must submit your request through an email addressed to our privacy officer, who will inform you about the procedure and requirements for exercising this right, response times, how we will make your right effective, and will

attend to any questions, complaints or comments you have in this regard related to the processing of your personal data.

How can I further limit the use or disclosure of my personal information?

In addition to the procedure contemplated in the immediate previous section, you can limit the use or disclosure of your personal data in the following ways:

Register in the Public Registry to Avoid Publicity of the Federal Consumer Prosecutor's Office. For more information regarding this option, you can contact PROFECO directly or enter the following link: <http://rpc.profeco.gob.mx>.

For the emails that we send you for promotional, marketing and / or advertising purposes, you can express your refusal by clicking on the link to unsubscribe that will accompany each of these emails.

What are cookies and how do we use them? Do we use web beacons and similar technologies?

Cookies are small text files that the websites you visit place on your computer. They are widely used to make websites work more efficiently, as well as to provide information to site owners and their users.

Cookies are used to improve the use and functionality of websites and to better understand how visitors use our website and the tools and services offered on it. Storing cookies on your computer represents a simple and convenient way to personalize or improve your experience on our websites and to make your next visit more pleasant.

Therefore, we inform you that on our Internet page we use cookies, web beacons and other technologies through which it is possible to monitor your behavior as an Internet user, provide you with a better service and user experience when browsing our page, as well as to create profiles, send you advertising, promotions, discounts, offer you new products and services based on your preferences. For these purposes, the data obtained through the aforementioned technologies may be transferred to companies of our own corporate group, which operate under our same internal policies and processes.

The personal data that we obtain from these tracking technologies are the following: your type of browser and operating system; browsing time and time on our website, sections consulted; Internet pages accessed prior to ours; the links you follow; the search engine that you have used to reach our page; your IP address; frequency with which you visit us, or if it is the first time you do it.

Likewise, we inform you that you can disable these technologies. To find out how to do this, check the technical information of the browser you are using. Examples of how to do this for these types of browsers are found in the following links:

From Internet Explorer (on Windows)

<http://windows.microsoft.com/es-es/windows-vista/block-or-allow-cookies>

Firefox

<https://support.mozilla.org/es/kb/habilitar-y-deshabilitar-cookies-que-los-sitios-we>

Google Chrome

<http://support.google.com/chrome/bin/answer.py?hl=es&answer=95647>

Safari on Mac

<http://www.apple.com/legal/privacy/es/cookies/>

Additionally, if you do not want this information to be collected at the time of entering our website, it will be essential to click on the word "here" in our banner referring to cookies, and there you can disable the use of each of the types of cookies.

Is there an authority that ensures the protection of my personal data?

If you consider that your right to the protection of your personal data has been injured by any conduct or omission on our part, or you presume any violation of the provisions set forth in the Federal Law on Protection of Personal Data Held by Private Parties, its Regulations and Other applicable regulations, you may file your disagreement or complaint with the National Institute of Transparency, Access to Information and Protection of Personal Data (INAI). For more information, we suggest you visit their official website www.inai.org.mx.

How can you know if YBTFG has made changes to this privacy notice?

YBTFG may modify and / or update this privacy notice, informing you about it through any of the following means:

We can send it to the last email you have provided us.

On our website, so we ask you to visit it frequently. The procedure is as follows: (i) Enter our website <https://www.youthbuildingthefutureglobal.com>

In case of modifications or updates to this privacy notice, there will be a notification that will let you know; (ii) access the privacy notice link; (iii) there you will find the current version with the date of the most recent update.

Do you give us your consent?

The fact that you provide us by any means your personal data and / or that of your minor child over whom you exercise parental authority, implies that you grant your free, specific, informed and unequivocal consent for the treatment of the same in the terms of this Notice of Privacy.

Date of most recent update: June 15, 2021-01.