



Notice of Privacy

This Privacy Notice is issued based on articles 6, 15, 16, 29 of the Federal Law on Protection of Personal Data Held by Private Parties, its purpose is to inform you about the treatment that will be given to your personal data when it is collected, used and stored.

Responsible for the processing of your personal data:

The person responsible for the protection of personal data collected in the office during the ophthalmological consultation is Dr. Arturo Vicente Vega Ceballos, understood as a specialist doctor with professional titles and licenses. (hereinafter the "Doctor") who is the owner of the establishment called: IRIS COLOR LASER, with address at Colonias #188, Piso 4, Colonia Americana 44150, Guadalajara, Jalisco, Mexico.

You may pursue your rights of Access, Rectification, Cancellation and/or Opposition by directly contacting the person responsible at the email: hello@iriscolorlaser.com or at the office address. The request must contain and accompany what the law indicates in its article 29.

1. Personal data collected:

The data that may be collected and, where appropriate, processed, is the following:

- Your full name, your spouse (if applicable) and/or responsible family member (if applicable).
- Your age and your spouse's age and/or the age of the responsible family member.
- Your date of birth and your spouse's date of birth and/or of the responsible family member.
- Civil status.
- Home address.
- Email.
- Home, work and cell phone.
- Preferred form of contact.
- Information about how you found out about the establishment's services.
- *Personal medical information.
- *Information about sexual life.
- *Data of ethnic or racial origin.

The information marked with * is considered sensitive according to the Federal Data Protection Law of Persons Held by Private Parties.

Other personal data, sensitive and non-sensitive, that are not included in the previous list may be processed, as long as said data are considered of the same nature and are not excessive with respect to the purposes for which they are collected.

In the collection of personal data, all the principles established by law (art. 6) are followed: Legality, quality, consent, information, purpose, loyalty, proportionality and responsibility.

2. Purpose of the processing of personal data.

The personal data collected by the “Doctor” will be used for the following purposes, these being applicable to people who come to request ophthalmological consultation services, optometry, surgical and/or laser procedures and pre-surgical ophthalmological assessment.

- I. Validate the information and documentation of the patient.
- II. Manage payment for our services.
- III. Provide medical guidance and advice.
- IV. Creation, study, analysis, updating and conservation of the clinical record.
- V. Conservation of medical records to follow up on consultations and illnesses.

Additionally, your personal information will be used for the following purposes that are not necessary for the fulfillment of our administrative and/or operational processes, but that allow and facilitate us to provide you with better service:

- I. Conduct surveys and obtain your feedback to improve our services.
- II. Advertising offer about promotions in our services. ·
- III. Scientific research and publication always maintaining patient anonymity.

If you do not want your personal data to be processed for the above purposes, you can communicate this from now on by sending an email to the personal data department at the following address: hello@iriscolorlaser.com. Refusal to use your personal data for the above purposes will not be a reason for the “Doctor” to refuse to provide the services you contract.

3. With whom and for what purpose your Personal Information is shared.

The “Doctor” shares your personal data with the following people, companies, organizations and authorities other than us, for the following purposes:

Recipient of Personal Data	Purpose
Banking Institutions	In case of making the necessary payment procedures.
Authorities to whom it must be carried out by virtue of Law.	In case of complying with the corresponding regulations.
Hospitals, Ambulance services, Clinics, Treating Doctors or Sanatoriums.	In the event that the owner of the data requires transferring diagnostic information to complete the clinical record. (*)
Mexican or foreign companies dedicated to the provision of legal or accounting/tax services.	In case of support in the fulfillment of their corporate purpose, or legal provisions that arise from the relationship maintained with the owner.

You are informed that for transfers indicated with a (*) we require your consent. If you do not express your refusal to such transfers by sending an email to the personal data department at the following address: hello@iriscolorlaser.com, it will be understood that you have granted it.

4. ARCO Rights.

You have the right to know what personal data is held, what it will be used for and the conditions of its use (Access). Likewise, it is your right to request the correction of your personal information if it is outdated, inaccurate or incomplete (Rectification), that it be deleted from records or databases when you consider that it is not being used in accordance with the values, rights and obligations provided for by Law (Cancellation); as well as oppose the use of your personal data for specific purposes (Opposition). These rights are known as ARCO rights, because of their acronym in Spanish.

Any owner or, where applicable, his legal representative may exercise ARCO rights, and the “Doctor” will provide the means that allow him or her to timely pursue his or her rights. The exercise of ARCO rights may be requested by sending an email to the personal data department at the following address: hello@iriscolorlaser.com.

The written request for the pursue of ARCO rights must contain and accompany the following:

- I. The name of the owner and email to communicate the response to your request.
- II. Documents that prove identity (voting card or valid passport or professional license or current national military service card or resident card in the case of foreigners), or, where applicable, the legal representation of the holder.
- III. The clear and precise description of the personal data with respect to which one seeks to pursue any of the aforementioned rights, and
- IV. Any other element or document that facilitates the location of personal data
- V. In the case of rectification requests, the owner must indicate the modifications to be made and provide the documentation that supports his request.

The “Doctor” will inform the owner within twenty business days, counted from the date on which the request for access, rectification, cancellation or opposition was received; the determination adopted so that, if appropriate, it is made effective within fifteen days following the date on which the response is communicated. In the case of requests for access to personal data, delivery will proceed, after accreditation of the identity of the applicant or legal representative, as appropriate. The deadlines referred to above may be extended only once for an equal period; as long as the circumstances of the case justify it. The response will be given electronically to the email address from which the request was received.

The obligation of access to information will be considered fulfilled when the personal data is made available to the owner; or, by issuing simple copies, electronic documents or any other means that the Service Provider provides to the owner.

The “Doctor” may deny the request to stand against to the processing of personal data, in the following cases:

- I. When the person requesting it is not the owner of the personal data, or the legal representative is not duly accredited to do so;
- II. When the personal data of the person making the request is not found in its database;
- III. When the rights of a third party are violated;
- IV. When there is a legal impediment, or the resolution of a competent authority that restricts access to personal data or that does not allow rectification, cancellation or opposition thereof;
- V. When the rectification, cancellation or opposition has been previously carried out.

The "Doctor" will limit the use of personal data and sensitive personal data at the express request of the owner, and will not be obliged to cancel personal data when:

- I. It refers to the parties of a private, social or administrative contract, and is necessary for its development and fulfillment;
- II. These are public agreements and contracts;
- III. They must be treated by legal disposition;
- IV. Obstruct judicial or administrative actions linked to tax obligations, the investigation or prosecution of crimes, or the updating of administrative sanctions;
- V. Are necessary to protect the interests legally protected by the owner;
- VI. Are necessary to carry out an action or based on the public interest;
- VII. Are necessary to comply with an obligation legally acquired by the owner, or
- VIII. They are the subject of treatment for prevention or medical diagnosis or the management of health services, provided that said treatment is carried out by a health professional subject to a duty of secrecy.

5. Revocation of consent for the use of your personal data.

You can revoke the consent that, if applicable, you have granted for the processing of your personal data. However, it is important that you keep in mind that not in all cases we will be able to respond to your request or terminate the use immediately, since it is possible that due to some legal obligation, we require to continue processing your personal data. Likewise, you should consider that, for certain purposes, the revocation of your consent will not imply a reason for the "Doctor" to refuse to continue providing the service that was requested.

The pursue of the right to revoke consent may be requested in writing by sending an email to the personal data department at the following address: hello@iriscolorlaser.com.

The revocation of consent can be carried out at any time, without retroactive effects being attributed. To begin the revocation process, you must precisely indicate the consent you wish to revoke by sending an email to the aforementioned address, and it must also contain and accompany the following:

- I. The name of the owner and email address to communicate the response to your request.
- II. Documents that prove identity (official identification or voting credential or current passport or professional license or current national military service card, or resident card in the case of foreigners), or, where applicable, the legal representation of the holder.

The "Doctor" will inform the holder within twenty business days, counted from the date on which the revocation request was received, of the determination adopted so that, if appropriate, it is made effective within fifteen days following the date on which the response is communicated. The response will be given electronically to the email address from which the request was sent.

The deadlines referred to above may be extended only once for an equal period, as long as the circumstances of the case justify it.

6. Limiting Use or Disclosure of Your Personal Information.

In order for you to limit the use and disclosure of your personal information, we offer you the following means.

I. Your registration in the Public Registry to avoid Advertising, which is in charge of the Federal Consumer Protection Agency (PROFECO), with the purpose that your personal data is not used to receive advertising or promotions from companies of goods or services.

II. Your registration on your own exclusion list, so that your personal data is not processed for marketing, research, advertising or commercial prospecting purposes on our part.

7. Use of tracking technologies on our website

The website of the establishment called IRIS COLOR LASER (<https://www.iriscolorlaser.com>), can save "cookies" on your device to remember your preferences and analyze your use of it. If you continue browsing, it will be understood that you give your consent to the placement and use of said "cookies". However, you can modify and delete your preferences at any time.

8. Modification of the Privacy Notice

The establishment reserves the right to amend or modify this Privacy Notice as it deems appropriate, for example, to comply with changes to data protection or health legislation. You will be informed and the updated Privacy Notice will be made available to you when significant changes are made to it, as well as when your consent is required.

Data Protection Department: You may direct any question or comment regarding this Privacy Notice or pursue the rights that correspond to you under the Federal Law on Protection of Personal Data Held by Private Parties, to the person responsible for the data: Dr. Arturo Vicente Vega at the address Colonias #188, Floor 4, Colonia Americana 44150, Guadalajara, Jalisco, Mexico.

This Privacy Notice complies with the requirements established by law in its articles 15 and 16.

I have read and understand the legal scope of this Privacy Notice, and, therefore, I grant my consent for my personal data to be processed in accordance with what is indicated here.

Last Update October 2023