

PRIVACY NOTICE

HTMX Website

Honda Trading de México, S.A. de C.V. is committed to protecting and respecting your privacy. This Privacy Notice (the "**Privacy Notice**") is made available to inform you of how Honda Trading de México, S.A. de C.V. ("**HTMX**", "we", or "**us**"), as a controller, processes and processes your personal data when you visit, download or contact us through this website <https://www.hondatrading.com/company/htgroup/mexico/en/HTMX-C>, the "**Website**". This Privacy Notice also describes your rights to the protection of your personal data.

I. Responsible for the Protection of your Personal Data.

Honda Trading de México, S.A. de C.V., address at Av. Paseo Monte Miranda No. 17, Piso 10, Int. 1001, Torre ORVIT I, Fracc. Piamonte, El Marqués, C.P. 76240, Querétaro, Mexico, is responsible for your Personal Data in accordance with the provisions of the Federal Law on the Protection of Personal Data in Possession of Private Parties (hereinafter, the "**LPDP**"), its Regulations and applicable regulations, together with the policies of HTMX and its corporate group. For the purposes of this Privacy Notice, the terms used in this document with an initial capital letter and that are not expressly defined therein will have the meaning attributed to such terms in the LPDP and/or its Regulations.

By entering and using the website, you, as the owner of the personal data, declare that you understand and accept the terms contained in this Privacy Notice and expressly grant your acceptance and consent through electronic means. If you do not fully and completely agree with the terms contained in this Privacy Notice, you must refrain from providing us with information about yourself and/or using the Website.

II. Personal Data we collect.

To achieve the purposes mentioned in this Privacy Notice, we collect and process the following personal data (the "**Personal Data**"):

- Contact information, such as your name, address, telephone number, email, job title or position, and other information of a similar nature that you provide to us.
- General, academic, employment and professional data (*curriculum vitae*), when you provide them to us through the website to be considered as a candidate for a job at HTMX or its group of companies.
- Technical details about your visit to the website, such as, IP address, *cookies* and operating system, browser type (during the visit to our website), details of the device being used (i.e. serial number, unique identification number, MAC address) and technical and event data related to the use of your device (i.e. internet and Bluetooth usage, as well as connectivity data and duration of the visit). For more information, please review the "**Cookies**" section of this Privacy Notice.
- Any other information that you voluntarily provide to us, such as opinions, comments, or other information of a similar nature.

It is important to note that, when using the website, we do not collect sensitive data. If at any time it is necessary to obtain any sensitive data from you, we will require your express written

consent prior to processing it. It is important to note that, by sending us your *curriculum vitae*, contact details or other information to apply for employment in the company, contact us to obtain information, among others, you are expressly accepting the processing of your data, which at all times will comply with the terms and conditions of this Privacy Notice and with the LPDP.

Additionally, in the event of receiving Personal Data whose owners are minors, these will only be processed with the express consent of the parents or guardians.

III. Purposes.

HTMX collects, uses and stores Personal Data through the Website for the following **necessary purposes**:

- To make the Website and related services available to you;
- To provide you with information about our products and services;
- Identification and contact of customers and potential customers, in case you have provided us with contact details directly through the website;
- To learn about and evaluate your work and professional experience and background, to consider you, if any, as a candidate for a job available at HTMX or its group of companies, in case you have provided such information to us through the website;
- To contact you for the purpose of follow-up and to know the feasibility of being selected for the position you intend to perform, in case you have provided us with your information through the website.
- To attend to requests, clarifications and/or complaints;
- Provide technical care and support to users;
- Properly administer the website;
- To allow us to improve and optimize the website, as well as HTMX's products and services; y
- Comply with the legal, regulatory and contractual obligations of HTMX.

In addition, we use Personal Data for the following **voluntary purposes**:

- Solicit your feedback and/or participate in surveys about our vehicles, products, and services;
- Communicate with you about promotions, news and events related to our products and services;
- Evaluate the quality of our products and services; y
- Carry out studies of consumption and market habits.

Data De-Identification: Much of the Personal Data that is collected will be converted into de-identified anonymized data and used (usually on a consolidated statistical basis) for study and analysis for the sole purpose of improving the website, analyzing trends, and creating products and services. De-identified personal information does not identify you personally or identify any other use of the website.

IV. Consent

Please consider that if you do not express your opposition to your Personal Data being processed in the terms indicated in this Privacy Notice, it will be understood that you have given your consent to do so. If you do not fully and completely accept the terms contained in this Privacy Notice, you must refrain from using the website.

Likewise, we ask you to take into consideration that the necessary purposes mentioned above are essential for the use of the website, so you may not oppose or refuse to allow HTMX to process your Personal Data for such purposes. In addition, in terms of the LPDP, your Personal Data may be kept in our database until all the existing legal deadlines to exercise any related right expires.

V. Mechanisms for Expressing Refusal to Processing for Voluntary Purposes.

If you do not want HTMX to use your personal data for the voluntary purposes established in the previous paragraph, you have a period of 5 (five) business days to express your refusal to the processing of your personal data with respect to the voluntary purposes. For this purpose, HTMX provides you with an email address to which you must send your request to unsubscribe from the processing of personal data, which is provided below: Mauricio_Mendoza@htmx.honda.com. Your request will be dealt with in accordance with the provisions of section VIII of ARCO Rights of this Notice.

If you require information about the requirements to exercise this right or have any questions, please write to us at Mauricio_Mendoza@htmx.honda.com.

VI. Transfer of Personal Data.

To comply with the purposes described in this Privacy Notice, we may transfer your Personal Data within and outside the country, to individuals and in accordance with the purposes described below:

- (a) Transfers to HTMX's parent companies, subsidiaries or affiliates in Mexico and abroad. Some of the companies in the group are foreign, so some of the Personal Data collected through the Website (including your requests, complaints or questions) may be transferred, stored and processed in countries other than Mexico (i.e. Japan and the United States of America). HTMX and the group ensure that they have appropriate security systems in place to ensure the security of your Personal Data;
- (b) Transfers to companies that provide services under contract to HTMX, such as: (i) website provider; (ii) the hosting service provider of the website; (iii) provider of information technology maintenance services; and (iv) consultants specialized in Adobe® analytics provided for the improvement and optimization of the website. For more information, you can consult the "Cookies" section of this Privacy Notice.
- (c) Transfers to other third parties, only when you download a third-party application from the website, will your Personal Data be transferred to such third-party provider, as a separate data controller. HTMX is not and will not be responsible for the processing of your personal data by such third-party applications. As such, before downloading any application, we recommend that you read and understand how these applicable providers will use and process your data.

- (d) Transfers to federal or local authorities and public administration entities, in Mexico or abroad, for the fulfillment of legal, accounting, regulatory, or contractual obligations in charge of HTMX or any of its parent companies, subsidiaries, or affiliates in Mexico or abroad; y
- Transfers to a third party when HTMX is obliged by any legal provision or in compliance with a court order.

In any case, HTMX undertakes to take the necessary measures to ensure that the Data Processors with whom it contracts comply with the purposes established in this Privacy Notice.

Except for the above, HTMX undertakes not to transfer the data referred to in this Privacy Notice to other Third Parties, except with the prior consent of the owner, or in the cases provided for in Article 36 of the LPDP.

VII. Use of Cookies and web beacons

The HTMX website makes use of "cookies" in connection with certain features or functions, to store your preferences and settings, as well as to analyze your experience of using the website. "Cookies" are specific types of information that a website transmits to the owner's computer hard drive for record-keeping purposes. "Cookies" can be used to facilitate the use of a website, by saving passwords and preferences while the account holder browses the internet.

On the other hand, "web beacons" are images inserted in an Internet page or email, which can be used to monitor the behavior of a visitor, such as storing information about the IP address of the user-owner, duration of interaction time on said page and the type of browser used, among others.

Although most browsers automatically accept cookies and web beacons, you can set your browser not to accept them.

Cookies are used on the website to improve your experience using the internet. You may change your cookie settings at any time by disabling the options of "Cookies on social networks" – which are used by the "share" buttons of social networks – and "Functional cookies" – which are those that allow HTMX to analyze the use of the website so that it can measure and improve its performance. However, you will not be able to disable the "Requested Cookies" as they are necessary for the proper functioning of the website.

To disable cookies, you must follow the specific instructions of the browser you use to access the website. The Help feature will tell you how to do this. Please note that not allowing or eliminating the use of certain cookies may prevent you from using the website to its full extent.

If you require more information about the policy and use, we make of cookies, please visit the following link: [Cookie Policy Honda Trading Group](#).

VIII. Rights of Access, Rectification, Cancellation and Opposition (ARCO), Revocation of Consent and Limitation of Use or Disclosure of Personal Data.

In accordance with the PDPD and our policies, you have the right to:

- (i) Access the Personal Data we hold about you and details of how it is processed;
- (ii) Rectify your Personal Data, if it is inaccurate or incomplete;
- (iii) Cancel them when you consider that the Personal Data is excessive or unnecessary for the purposes that justified its collection and processing, in case of improper use by us, or when the original purposes of the processing have ceased to exist, so that such Personal Data does not remain in our files, records, files or systems;
- (iv) Object to the processing of your Personal Data for specific purposes or voluntary purposes, provided that there is a legitimate cause that justifies it and the processing is not strictly necessary for the fulfilment of obligations arising from the legal relationship between you and us; and/or in cases where your Personal Data is subject to automated processing that may produce undesired legal effects or significantly affect your interests, rights or freedoms (ARCO Rights); and
- (v) Revoke your consent for the processing of your Personal Data or limit the use or disclosure of your Personal Data, for marketing and/or advertising purposes, following the same procedure as with ARCO rights.

For the exercise of the ARCO rights of Personal Data of minors or of persons who are in a state of interdiction or incapacity established by law, the rules of representation provided in the Federal Civil Code shall be followed.

Means:

To exercise any of the rights mentioned above, you or your legal representative must submit a request to exercise ARCO Rights, at the address of HTMX indicated at the beginning of this Privacy Notice, from Monday to Friday, from 8:20 a.m. to 1:30 p.m. and from 2:30 p.m. to 5:40 p.m., or by email to the following address: Mauricio_Mendoza@htmx.honda.com.

From the Application:

Your application must contain at least the following information: (i) Unique Population Registry Code; (ii) full name of the owner of the Personal Data; (iii) address; (iv) e-mail or any means you designate for hearing and receiving notices; (v) valid official identification or, if applicable, certified copy of the legal instrument with which the personality of the legal representative of the owner of the Personal Data is accredited and a copy of the identification of the representative; (vi) the clear and precise explanation of the Personal Data to which your request relates and the right you wish to exercise over it; (vii) any other element or document that facilitates the location of your Personal Data (such as the place and date in which you provided your Personal Data, the relationship you have with HTMX or the reason why you provided your Personal Data), and (viii) in the case of rectification of Personal Data, the modifications to be made must be indicated and the legal documentation that reliably accredits the request must be provided.

Procedure:

In order to have your request submitted and to protect Personal Data, in all cases of request to exercise ARCO Rights, you are required to prove your identity when acting in your own name or the personality of your representative or legal representative. In order to provide a timely response, avoid delays in the procedure and comply with the deadlines established by law, this accreditation must be carried out within a maximum period of 5 (five) business days from the

submission of the application, either through electronic instruments that allow the reliable identification of the holder, or in person at the address and time indicated above.

The request will be considered received once the identity or personality has been accredited, through the acknowledgment of presentation and will be attended to within the period of 20 (twenty) days allowed by the LPDP. We will inform you about the origin of the same through email or the means you have provided us to receive notifications. In case of requiring additional information, it will be required within a period of 5 (five) days from the time your request is considered submitted, that is, once the identity of the holder or personality of the representative has been accredited. If the request is admissible, it will be effective within 15 (fifteen) days following the date on which the response is communicated. In the case of requests for the exercise of the right of access to Personal Data, the delivery will proceed after accreditation of the identity of the owner or legal representative, as appropriate. Please note that the LPDP provides for some cases in which the terms may be extended.

The identity of the Holder is accredited by presenting the original of an official identification: voting card, passport or professional license; in the case of foreigners, a valid immigration document; and that of the representative with the original of his official identification and the original document or certified copy of the document that accredits him as his representative. The original documents will be returned once they have been checked against the copy provided.

Access to your Personal Data will be provided to you in a paper or electronic format, as applicable to each case, or in such medium as HTMX and you agree on, if any.

Means to Limit the Use or Disclosure of Personal Data

If you would like to stop receiving promotional information from HTMX via email about our products, services and events, please send an email to the following address: Mauricio_Mendoza@htmx.honda.com.

In this case, your request must contain at least your full name and the email address you wish to opt out, which will be the same email address to which we will direct any notification.

Your request to stop receiving promotional information will be dealt with within the deadlines mentioned above in this section of the Privacy Notice. Our response will be communicated to you by email or through the means you have indicated.

IX. Security Controls and Measures.

In accordance with the PDPA, we have implemented strict security, encryption and encryption controls, as well as physical, technical and administrative security measures, for the proper protection of your Personal Data, to keep them confidential and to prevent unauthorized access, use or processing of them, such as possible damages, losses or alterations. If you would like to know more information regarding these measures, please send an email to the following address: Mauricio_Mendoza@htmx.honda.com

X. Contact.

To learn more about how you can exercise the rights described herein or if you have any questions about the procedure for exercising those rights or how to limit the use or disclosure of your Personal Data, please contact us by email at the following address: Mauricio_Mendoza@htmx.honda.com.

XI. Right to Information of Data Subjects and Competent Regulatory Authority.

In case you consider that your right to personal data protection has been violated, you can go to the Anti-Corruption and Good Government Secretary, which is the competent regulatory and control authority to safeguard the right to privacy and informational self-determination in Mexico. You can learn more at <https://www.gob.mx/buengobierno/documentos/proteccion-de-datos-personales-nuevo>.

XII. Modifications to Privacy Notice.

HTMX may modify this Privacy Notice at any time. Such modifications will be available on the Website.

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