

PRIVACY NOTICE

HOSPITALIDAD LATINA S.A. DE C.V., operator of hotel HOLIDAY INN SELECT GUADALAJARA, with domicile at Niños Heroes 3089, Cp. 44500, Colonia Jardines de los Arcos, Guadalajara, Jalisco, México, will be responsible of the personal data that you provide to us, from the use given to the same and its protection.

Your personal information will be used in order to be identified as our client and to be able to provide you with the SERVICES and/or PRODUCTS contracted, for administrative and statistics purposes, as well as to deliver you information regarding the SERVICES and PRODUCTS that the HOLIDAY INN SELECT GUADALAJARA offers, and to evaluate the quality of the Services that we provide.

Due to the foregoing you acknowledge and accept the fact to provide your personal data by means of the procedures that we have implemented, it is a factual consent of you in order for you to use directly or indirectly, store, transfer and take advantage of the personal data that you provide always according to the provisions of the applicable legal standards established in the Federal Law for Protection of Personal Data in Possession of Private individuals or entities.

You have right to enter, correct and cancel your personal data, as well as to refuse the use of the same and to revoke the consent that for said purposes has been granted, by means of the procedures that we have implemented.

In order to know said procedures, the requirements and terms, you can contact our department of personal data at:

privacidad@holahoteles.com.mx to the attention to Victor Manuel Velasco Venegas or visit our web page in www.hisguadalajara.com.mx

If you do not want to receive promotional messages from us, you can request it by means of the mechanisms implemented in the web page www.hisguadalajara.com.mx, or contacting directly to the above mentioned department of personal data.

Any amendment to this privacy notice will be published by means of the web page www.hisguadalajara.com.mx

Last updating (03/November/2011)

ATTENTIVELY,

HOSPITALIDAD LATINA S.A. DE C.V.