

# **SIMPLIFIED PRIVACY NOTICE**

## **About us**

RUTA 1, with address in Baja California Sur, Mexico, and website [www.ruta1.mx](http://www.ruta1.mx), is responsible for the use and protection of your personal data, and in this regard we report the following:

## **For what purposes will we use your personal data?**

Additionally, we will use your personal information for the following secondary purposes that are not necessary for the requested service, but that allow us and make it easier to provide better care:

- To identify users
- To be registered in the database for subsequent communications
- To be able to write on the blog
- Marketing or advertising

In case you do not want your personal data to be use for these secondary purposes, indicate it to continuation:

I do not consent to my personal data being used for following purposes:

- To be registered in the database for subsequent communications
- To be able to write on the blog
- Marketing or advertising

The refusal to use your personal data for these purposes can not be a reason for us to deny you the services and products you request or contract with us.

## **Where I can read the comprehensive privacy notice?**

For more information about the terms and conditions in which your personal data will be processed, as the third parties with whom we share your information staff and how you can exercise your rights ARCO, you can consult the comprehensive privacy notice at:  
[www.ruta1.mx/Aviso-Privacidad-Integral](http://www.ruta1.mx/Aviso-Privacidad-Integral)