

## PRIVACY AND COOKIES POLICY

1. Each time you use this website it shall be under the current application of the privacy and cookies policy at all times (henceforth, the Privacy and Cookies Policy), having revised said text to verify that it is in conformity with it.

2. The personal information you supply are the name, last names, telephone number, email address, country, subject, reference, message, sections that interest you, and type of mobile phone you have shall be subject to processing in a database managed by ITX Mexico XXI, S.A. de C.V. (ITX Mexico) whose objectives are:

I. The development, fulfillment, and execution of the purchase contract of the products you have acquired or of any other contract between the parties;

II. To fulfill obligations derived from our legal relationships that arise with you by contacting us to share your opinions, complaints, and suggestions; corporate information, affinity card, gift cards, and in-store customer service.

III. Attend to the requests you present us;

IV. Likewise, in the relationship between you and us, it shall be understood to provide you with information about ZARA products as well as other brands and/or companies of Grupo Inditex (whose activities are related to the sectors of decor, textile, finished products of clothing and housewares, as well as with any other complementary sectors, including cosmetics and leather goods, as well as the development and support of electronic commercial activities), including, in relation with said products, the delivery of commercial communications via electronic mail, telephone calls, SMS messages, and other means of electronic (according to the state of technology) or physical communication that are adequate and pertinent to fulfill this objective. You may change your preferences as related to such commercial communications by accessing the My account section. You may also unsubscribe via the Newsletter section or by contacting our customer service.

V. Should you provide us information of third parties, you shall be responsible to keep them informed and obtain their consent to be provided with the objectives that are detailed as follows. Once having proceeded to the purchase of a product or to the purchase of a gift card (henceforth, merchandise), the personal information of third parties supplied shall be used solely for (i) management of the shipment or verification of receipt of the merchandise; (ii) attending to the requests they present us and, (iii) sharing our products with them by email.

VI. Should you decide to check the option of keeping your card, you expressly authorize us to manage the indicated information as necessary for their activation and development. The CVV of the card is only used to conduct the current purchase and will not be stored nor managed later as part of your card information.

The consent to activate this functionality allows your information to appear auto-filled in later purchases, such that it shall not be necessary to enter your information for each new procedure, and it is understood as valid and in force for later purchases.

You may modify your cards, as well as revoke your consent for their management at any time via the Cards section of My Account.

ITX Mexico stores and transmits your card information in conformity with standard international principles of confidentiality and security of credit and debit cards.

The use of this functionality may require you to modify your password for reasons of security. Remember that the security in the use of the website also depends upon your correct use and conservation of certain confidential passwords.

VII. Activating the necessary mechanisms with the object of preventing and detecting undue use of the Platform, for example, during the purchase and exchange process, as well as potential frauds against you and/or Us. If we determine that the operation may be fraudulent or we detect abnormal behavior with evidence of attempting the fraudulent use of our

functionalities, products, and services, this intent may have consequences such as the blocking of the transaction or the cancellation of your user account.

**VII.** With the purpose of billing and to make receipts and invoices from the purchases you have made in the Platform available to you.

**IX.** Personalizing the services we offer you and being able to recommend to you according to your interaction with ZARA in the Platform and from the analysis of your user profile (for example, based on your purchase and browsing history). Likewise, showing you advertising online that you may see when you navigate websites and apps, for example, on social networks. The advertising you see may appear randomly, but at other times it could be an advertisement that may be related to your purchase history, preferences, and browsing.

- Should you be a user on social networks, we may provide those with which we collaborate certain information so that we may show you ZARA ads and, in general, offer you or other similar users advertisements taking into account your profile on said social networks. If you would like information on the use of your data and the functionality of ads on these social networks, we recommend that you review the information about your privacy on the social networks on which you participate.
- Additionally, we use your information to conduct measurement and segmentation analysis of the ads we show to users in some collaborators' platforms. To do this we collaborate with these third parties that offer us the necessary technology (for example, via cookies, pixels, SDK) to use these services. Bear in mind that, if we do not provide identifying personal information to these collaborators, we will communicate to them some unique identifier (for example, the identifier of the ad associated with the device, identifier of some cookie, etc.). If you would like more information about this, please review our Cookies Policy. Likewise, you may reestablish your advertisement identifier or disable the personalization of ads in your profile (if you have our App installed on an IOS device you may manage your preferences in Settings / Privacy / Advertising. If you have an Android device, go to Settings / Google / Advertising).

**X.** Data Enrichment: When we obtain your personal information from multiples sources, we may combine them in particular circumstances with the objective of improving our understanding of your needs and preferences in relation to our products and services (including analysis purposes, generation of user profiles, marketing research, quality surveys, and improvement of interaction with our customers). We are referring to, for example, the combination of information that we may make if you have a registered account and, with the same email address linked to your account, you make purchases as a guest; or the information collected automatically (such as IP, MAC or metadata addresses) that we may link with the information you directly provided via your activity on the Platform or in any of our stores (for example, the information related to your purchases, either in physical stores or online stores, your preferences).

**3.** ITX Mexico, located at Poniente 146 No. 730, Col. Industrial Vallejo, C.P. 02300, Mexico, D.F., as manager of the database, commits to respect the confidentiality of your personal information and to guarantee the exercise of your rights of Access, Rectification, Cancellation, and Objection (ARCO rights), via letter sent to the previously indicated address of "Data Protection" for Mexico; or also, via email sent to [datospersonales@corporaciondeserviciosxxi.mx](mailto:datospersonales@corporaciondeserviciosxxi.mx). As necessary, we may request a copy of some of your official identification (IFE, Passport, or other valid document that identifies you). Should you decide to exercise said ARCO rights and since part of your personal information you provided us includes your email address, we would appreciate that in the mentioned communication you specifically provide the email address with respect to that which the rights of access, rectification, termination and opposition apply.

Likewise, we kindly acknowledge that you, or your legal representation, may exercise any of the ARCO rights, as well as revoke your consent to the management of your personal information at any time. In order for your request to proceed it is indispensable to complete all the information following that we set forth, which shall be used to verify your identity, as is indicated in articles 32, 34, and 35 of the Federal Law of Protection of Personal Data Held by Individuals (La Federal de Protección de Datos Personales en Posesión de los Particulares o LFPDPPP).

- I. **HOLDER'S INFORMATION:** Complete Name, Complete Address, Telephone Number, and Email Address (where the response to your request will be communicated).
- II. **REPRESENTATIVE'S INFORMATION (ONLY IF APPLICABLE):** Complete Name.
  - Should you be the legal representative of the holder, you must serve in writing the original corresponding public instrument or letter, as the case may be, to be signed before witnesses.
- III. **ARCO RIGHTS:** Indicate the right(s) you wish to exercise: Access, Rectification, Cancellation, and/or Objection. Likewise you must describe the personal information respective of those who seek to exercise the right(s) indicated above and/or any other comment that helps us better address your right.
- IV. **OTHER NECESSARY DOCUMENTATION:** Please include the documentation you may consider substantive to your request and that helps us transmit it properly. In particular, in the request of rectification of personal data (incorrect information, correct information, and supporting documents).

In case the information provided in your writing is erroneous or insufficient, or is not accompanied by the corresponding supporting documents, the Department of Data Protection, within five (5) calendar days following the receipt of your writing of request of rights, may require you to provide the elements or documents needed to process them. You shall have ten (10) calendar days to respond to the requirement, beginning on the day after the one on which you received it. By not responding in said period, the corresponding writing will be taken as not submitted.

The Department of Data Protection will inform you of the determination adopted in a period of a maximum of twenty (20) days beginning with the date on which your writing was received with the effect that, if appropriate, shall be effective itself within fifteen (15) calendar days following the communication of the response. The response shall be given via the same method in which it was sent to us.

4. You may limit the use and/or divulging of your personal information by sending your request to the Department of Data Protection to the address [datospersonales@corporaciondeserviciosxxi.mx](mailto:datospersonales@corporaciondeserviciosxxi.mx) for Mexico. Requests to support your identity, as well as the procedure to handle your request shall be regulated by the same criteria indicated in the above section.

Should your request be appropriate, the Department of Data Protection shall register it in our internal exclusion list so that you stop receiving our promotions.

5. ITX Mexico reserves the right, at its exclusive discretion, to change, modify, aggregate, or eliminate parts of these Privacy and Cookies Policy at any time. In such a case, ITX Mexico shall indicate the date of the most current version of it by its publication on this website.

6. To fulfill the purposes indicated in section 2 above, it may be necessary to transfer the information you have provided to the Holding company of Grupo Inditex [Industria de Diseño Textil, S.A. (Inditex, S.A)] to particular integrated companies of Grupo Inditex in Spain and Ireland (whose activities are related to the sectors of decor, textile, finished products of clothing and housewares, as well as with any other complementary sectors, including cosmetics and leather goods, as well as the development and support of electronic commercial activities) by which we intend that, upon registering and supplying us information via this website, you expressly authorize us to conduct such transfers to the cited companies pertaining to Grupo Inditex. Additionally, in order to fulfill the necessary objective(s) described above or those other demanded legally or by competent authorities, ITX Mexico shall transfer only the data necessary in legally foreseen cases.

Only in case you purchase products of Zara Home through the ZARA Platform, We will disclose the necessary Personal Data to Zara Home México, S.A. de C.V. (the company currently operating in Mexico the sale of ZARA HOME) for the development, performance and execution of the purchase. The postal address of the company and the email address of the Data Protection Officer is the same than specified for ZARA MÉXICO in section 3 of this document. The legal basis for this disclosure of data is the execution of the purchase agreement. The information about the disclosure of your data and how to exercise your personal data rights is detailed in this section 6 and 3 respectively.

7. The user (you) for now guarantees that the personal data provided are true and exact and you promise to advise of any change or modification to them. Any loss or damage caused to the site or to the person responsible for the website or any third party by means of the communication of erroneous, inexact or incomplete information in the register applications shall be the exclusive responsibility of the user.

**8. Information About Cookies:** By accepting this Privacy and Cookies Policy you consent to the use of cookies utilized on this website that are described below.

### What is a cookie?

A cookie is a small text file that a website places on your PC, telephone, or any other device, with information about your browsing on that site. Cookies are necessary to facilitate browsing and make it more user friendly, and do not damage your computer.

If in this policy the general term of cookie is used it is the principal method of storage of information that this website uses, also the space of "Local storage" is used by the browser for the same purposes as cookies. In this sense, all the information included in this section is equally applicable to this "Local storage".

### Why are cookies used on this website?

Cookies are an essential part of how our website works. The main objective of our cookies is to improve your browsing experience. For example, to record your preferences (language, country, etc.) while navigating and in future visits.

The information gathered by cookies permits us also to improve the website, by estimates of numbers and patterns of use, the adaptation of the website to the individual interests of the users, the acceleration of searches, etc.

At times, if we have obtained your previous informed consent, we may use cookies, tags, or other similar devices to obtain information that allows us to show you advertisements based on the analysis of your browsing habits from our website, those of third parties, or any other medium.

### What are cookies NOT used for on this site?

We do not store sensitive personal identification information such as your address, password, data of your credit or debit card, etc., in the cookies we use.

### Who uses the information stored in cookies?

The information stored in the cookies from our website is used exclusively by us, except for that identified below as "third party cookies," which are used and managed by external entities to supply us with services we solicited to improve our services and the user's browsing experience on our website. The primary services for which these "third party cookies" are used are the gathering of access statistics and to guarantee the payment operations executed.

### How can I avoid the use of cookies on this website?

If you prefer to avoid the use of cookies on this page keeping in mind the previous limitation you should first disable the use of cookies in your browser and, second, eliminate the cookies saved in your browser associated with this website.

You may carry out this option of avoiding the use of cookies at any time.

### How do I disable and eliminate the use of cookies?

To restrict, block, or erase cookies from this website you may do so at any time by modifying the configuration of your browser by following the guidelines that are indicated below. Although the settings of each browser are different, normally the configuration of cookies is performed in the "Preferences" or "Tools" menu. For more detail about the configuration of cookies in your browser, consult its "Help" menu.

### What concrete cookies does this website use and for what reasons?

Following is a table with the cookies, tags, or other similar devices used by this website, together with information about the purpose, duration, and management (ours or that of third parties) of each of them.

**Technical and personalization cookies: for identification and authentication, browsing, interface personalization, favorites...**

These cookies are used to identify the user during the session, avoid the user having to repeat authentication processes online, accelerate some website processes, record selections made during the session or previous logins, record pages already visited, etc.

COOKIES	PURPOSE	DURATION	MANAGEMENT
User Identification	They are used to identify and authenticate the user. They also contain technical data from the user's session like, for example, connection wait time, session identifier, etc.	Session	Proprietary Cookies
Session Identification	Identifies the session http of the user. It is common in all web applications to identify requests of a user in a session.	Session	Proprietary Cookies
Browsing Status	Allows identifying the browsing status of the user (session initiation, first page, first login, scroll status, polling status, etc.).	Session	Proprietary Cookies
User Selections	Store the session values selected by the user such as the store, language, currency, products, size, etc.	Session	Proprietary Cookies
Favorites and Latest Selections	Allows recording of the user's favorite selections (stores, for example) or their latest selections (stores, products, consent to install cookies, etc.) in previous web logins.	Persistent Cookies	Proprietary Cookies
Shopping Basket	Store information about the shopping mini-basket, as well as user identification information associated with that basket.	Session	Proprietary Cookies
Protocols	Allow managing changes between secure (https) and insecure (http) dominions (protocols).	Session	Proprietary Cookies

### Browsing Analysis Cookies

These cookies obtain generic information about users' logins to the website (not to the content itself) to later provide us with aggregate information about those logins for statistical purposes.

COOKIES	PURPOSE	DURATION	MANAGEMENT
Source (WC_GASource)	Utilized to know a user's source upon arriving on one of this website's pages, for example, if they arrive to a product detail page from a grid of products, from the search engine, or from an external page.	Persistent Cookies	Proprietary Cookies
Google Analytics (__utma, __utmb, __utmc, __utmd, __utmv, __utmz...)	Allow performing website monitoring via the Google Analytics tool, a service provided by Google to obtain information regarding users' logins to websites. Some of the data saved for later analysis are: number of times a user visits the website, dates of the user's first and last visits, which search engine the user used to arrive at the website or which link they clicked, from where in the world the user logged in, etc. The configuration of these cookies is predetermined by the service offered by Google, as such we suggest you consult Google Analytics's privacy page, <a href="https://support.google.com/analytics/answer/6004245?hl=en">https://support.google.com/analytics/answer/6004245?hl=en</a> for further information about the cookies used and how to disable them (taking into consideration that we are not responsible for the content nor the veracity of the sites of third parties).	Persistent Cookies	Third Party Cookies
Conversion Pixels and SDK	<p>These tools allow monitoring the user's browsing for their benefit by means of measurement services via the technology offered by third parties (for example, Facebook) and offer personalized advertising on these social networks and other websites like Google.</p> <p>For further information about this technology and how to deactivate it (taking into consideration that we are not responsible for the content nor the veracity of the sites of third parties), continue reading:</p> <p>Information About These Technologies:</p> <ul style="list-style-type: none"> <li>- Facebook: <a href="https://www.facebook.com/ads/about/?entry_product=ad_preferences">https://www.facebook.com/ads/about/?entry_product=ad_preferences</a></li> <li>- Google: <a href="https://policies.google.com/technologies/ads?hl=es">https://policies.google.com/technologies/ads?hl=es</a></li> </ul> <p>If you have installed our App and do not want us to show you advertising, you may change your preferences on your mobile device by reestablishing your advertisement identifier or disabling the personalization of ads in your profile. If you have our App installed on an IOS device you may manage your preferences in Settings / Privacy / Advertising. If you have an Android device, go to Settings / Google / Advertising.</p>	Persistent Cookies	Third Party Cookies

### Purchase Analysis Cookies

These cookies allow collecting information about the device that conducted the purchase from this website, with the purpose of verifying that said operations offer sufficient guarantees for the customers. At no time do these cookies include sensitive information such as card data.

COOKIES	PURPOSE	DURATION	MANAGEMENT
Shopping Device (thx_guid)	Allow identifying the device (PC, telephone, etc.) from which the purchases are made on the website in a unique way for later analysis, in order to be able to offer sufficient guarantees to our clients during purchase operations. The information contained in this cookie is gathered by an external company to perform those analyses.	Persistent Cookies	Third Party Cookies

*This information table shall be updated as soon as possible as the services offered on this website change. Nevertheless, on occasion during said update, it may be that the information table leaves out some cookie, tag, or other similar devices, even though it will always concern devices with identical purposes to those found in the table.*