

Privacy Policy

Updated on July 4, 2023

Chiligrin ("we," "our," or "us") is committed to protecting your privacy. This Privacy Policy explains how Chiligrin collects, uses, and discloses your personal information.

This Privacy Policy applies to our website, www.Chiligrin.com, and its associated subdomains (collectively, our "Service") along with our Chiligrin application. By accessing or using our Service, you signify that you have read, understood, and agreed to our collection, storage, use, and disclosure of your personal information as described in this Privacy Policy and in our Terms of Service.

Definitions and Key Terms

To help explain things as clearly as possible in this Privacy Policy, whenever these terms are mentioned, they are strictly defined as follows:

- **Cookie:** A small amount of data generated by a website and saved by your web browser. It is used to identify your browser, provide analytics, and remember information about you, such as your language preference or login information.
- **Company:** When this policy mentions "Company," "we," "us," or "our," it refers to CHILIGRIN (CARRETERA PARRAS-PAILA KM13.5 EJIDO SANTA ISABEL DE LAS FLORES CP.27993, PARRAS, COAHUILA, MEXICO), which is responsible for your information under this Privacy Policy.
- **Platform:** Chiligrin's public-facing website, web application, or digital application.
- **Country:** Where Chiligrin is located or the owners/founders of Chiligrin, in this case, Mexico.
- **Customer:** Refers to the company, organization, or individual who registers to use Chiligrin Service to manage relationships with their consumers or service users.
- **Device:** Any device connected to the internet, such as a phone, tablet, computer, or any other device that can be used to visit Chiligrin and use the services.
- **IP Address:** Each internet-connected device is assigned a number known as an Internet Protocol (IP) address. These numbers are generally assigned in geographical blocks. An IP address can often be used to identify the location from which a device connects to the internet.
- **Personnel:** Refers to individuals who are employed by Chiligrin or are under contract to perform a service on behalf of one of the parties.
- **Personal Data:** Any information that directly, indirectly, or in connection with other information, including a personal identification number, allows the identification of a natural person.

- Service: Refers to the service provided by Chiligrin as described in the relevant terms (if available) and on this platform.
- Third Parties: Refers to advertisers, contest sponsors, marketing and promotional partners, and others who provide our content or whose products or services we believe may interest you.
- Website: Chiligrin's website, which can be accessed through this URL: www.Chiligrin.com
- You: An individual or entity that is registered with Chiligrin to use the Services.

What Information Do We Collect?

We collect information from you when you visit our platform, register on our site, place an order, subscribe to our newsletter, respond to a survey, or fill out a form.

- Name/Username
- Phone Numbers
- Emails
- Mailing Addresses
- Company
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How Do We Use the Information We Collect?

- Any of the information we collect from you may be used in one of the following ways:
- To personalize your experience (your information helps us to better respond to your individual needs)
- To improve our platform (we continually strive to improve what our platform offers based on the information and feedback we receive from you)
- To improve customer service (your information helps us to more effectively respond to your customer service requests and support needs)
- To process transactions
- To administer a contest, promotion, survey, or other site feature
- To send periodic emails

When Does Chiligrin Use End User Information from Third Parties?

Chiligrin will collect end user data necessary to provide Chiligrin services to our customers.

End users may voluntarily provide us with information they have made available on social media websites. If you provide us with such information, we may collect publicly available information from the social media websites you have indicated. You can control the amount of information that social media websites make public by visiting these websites and changing your privacy settings.

When Does Chiligrin Use Customer Information from Third Parties?

We receive information from third parties when you contact us. For example, when you provide us with your email address to express interest in becoming a Chiligrin customer, we receive information from a third party that provides automated fraud detection services to Chiligrin. Occasionally, we also collect information that is publicly available from social media websites. You can control the amount of information that social media websites make public by visiting these websites and changing your privacy settings.

Do We Share the Information We Collect with Third Parties?

We may share both personal and non-personal information we collect with third parties such as advertisers, contest sponsors, marketing and promotional partners, and others who provide our content or whose products or services we believe may interest you. We may also share it with our current and future affiliated companies and business partners, and if we are involved in a merger, asset sale, or other business reorganization, we may also share or transfer your personal and non-personal information to our successors in interest.

We may engage trusted third-party service providers to perform functions and provide services to us, such as hosting and maintaining our servers and platform, storage and management of databases, email management, marketing, credit card processing, service and product order fulfillment that you may purchase through the platform. We are likely to share your personal information, and possibly some non-personal information, with these third parties to enable them to perform these services for us and for you.

We may share portions of our log file data, including IP addresses, for analytics purposes with third parties such as web analytics partners, app developers, and advertising networks. If your IP address is shared, it may be used to estimate your general location and other technical data such as connection speed, whether you have visited the platform in a shared location, and the type of device used to visit the platform. They may aggregate information about our advertising and what you see on the platform and then provide auditing, research, and reporting for us and our advertisers.

We may also disclose personal and non-personal information about you to the government, law enforcement officers, or private parties, as we, in our sole discretion, believe necessary or appropriate to respond to claims, legal process (including subpoenas), to protect our rights and interests or those of a third party, the safety of the public or any person, to prevent or stop any illegal, unethical, or legally actionable activity, or to comply with the law, court orders, laws, rules, and regulations applicable.

Where and When Is Customer and End User Information Collected?

Chiligrin will collect personal information that you submit to us. We may also receive personal information about you from third parties as described above.

How Do We Use Your Email Address?

By submitting your email address on this platform, you agree to receive our emails. You can unsubscribe from any of these email lists at any time by clicking the unsubscribe link or other opt-out option provided in the respective email. We only send emails to people who have authorized us to contact them, either directly or through a third party. We do not send unsolicited commercial emails because we hate spam as much as you do. By submitting your email address, you also agree to allow us to use your email address for customer audience targeting on sites like Facebook, where we display custom advertising to specific people who have opted-in to receive our communications. Email addresses submitted only through the order processing page will be used for the sole purpose of sending you information and updates pertaining to your order. However, if you have provided the same email through another method, we may use it for any of the purposes set forth in this Policy. Note: If at any time you would like to unsubscribe from receiving future emails, we include detailed unsubscribe instructions at the bottom of each email.

How Long Do We Retain Your Information?

We retain your information only as long as we need it to provide Chiligrin to you and fulfill the purposes described in this policy. This is also the case for anyone we share your information with and who carries out services on our behalf. When we no longer need to use your information and there is no need for us to retain it to comply with our legal or regulatory obligations, we will either remove it from our systems or de-identify it so that we can't identify you anymore.

How Do We Protect Your Information?

We implement a variety of security measures to maintain the safety of your personal information when you place an order, enter, submit, or access your personal information. We offer the use of a secure server. All supplied sensitive/credit information is transmitted via Secure Socket Layer (SSL) technology and then encrypted into our Payment gateway providers' database only to be accessible by those authorized with special access rights to such systems, and are required to keep the information confidential. After a transaction, your private information (credit cards, social security numbers, financials, etc.) will not be stored on our servers. However, we cannot guarantee the security of any information you transmit to Chiligrin or guarantee that your information on the service may not be accessed, disclosed, altered, or destroyed by a breach of any of our physical, technical, or managerial safeguards.

Could My Information Be Transferred to Other Countries?

Chiligrin is incorporated in Mexico. Information collected via our website, through direct interactions with you, or from the use of our help services may be transferred from time to time to our offices or personnel, or to third parties, located throughout the world, and may be viewed and hosted anywhere in the world, including countries that may not have laws of

general applicability regulating the use and transfer of such data. To the fullest extent allowed by applicable law, by using any of the above, you voluntarily consent to the trans-border transfer and hosting of such information.

Is Information Collected Through the Chiligrin Service Secure?

We take precautions to protect the security of your information. We have physical, electronic, and administrative procedures to help safeguard, prevent unauthorized access, maintain data security, and correctly use your information. However, neither people nor security systems are foolproof, including encryption systems. Also, people can commit intentional crimes, make mistakes or fail to follow policies. Therefore, while we use reasonable efforts to protect your personal information, we cannot guarantee its absolute security. If applicable law imposes any non-disclaimable duty to protect your personal information, you agree that intentional misconduct will be the standards used to measure our compliance with that duty.

Can I Update or Correct My Information?

The rights you have to request updates or corrections to the information Chiligrin collects depend on your relationship with Chiligrin. Personnel may update or correct their information as detailed in our internal company employment policies.

Customers have the right to request the restriction of certain uses and disclosures of personally identifiable information as follows. You can contact us to (1) update or correct your personally identifiable information, (2) change your preferences with respect to communications and other information you receive from us, or (3) delete the personally identifiable information maintained about you on our systems, subject to the following paragraph. Such updates, corrections, changes, and deletions will have no effect on other information that we maintain, or information that we have provided to third parties in accordance with this Privacy Policy before such update, correction, change, or deletion. To protect your privacy and security, we may take reasonable steps (such as requesting a unique password) to verify your identity before granting you access to your profile or making corrections. You are responsible for maintaining the secrecy of your unique password and account information at all times.

Please note that it is not always possible to completely remove or delete all of your information from our systems. The need to back up our systems to protect information from inadvertent loss means that a copy of your information may exist in a form that will be difficult or impossible for us to locate. Promptly after receiving your request, all personal information stored in databases we actively use, and other readily searchable media will be updated, corrected, changed, or deleted, as appropriate, as soon as and to the extent reasonably and technically practicable.

User Information

If you are an end user and wish to update, delete, or receive any information we have about you, you can do so by contacting the organization of which you are a customer.

Personal

If you are an employee or applicant of Chiligrin, we collect the information you voluntarily provide to us. We use the information collected for human resources purposes to administer employee benefits and select applicants.

You can contact us to (1) update or correct your information, (2) change your preferences regarding communications and other information you receive from us, or (3) receive a record of the information we have related to you. Such updates, corrections, changes, and deletions will have no effect on other information we maintain or information we have provided to third parties in accordance with this Privacy Policy before such updates, corrections, changes, or deletions.

Business Sale

We reserve the right to transfer information to a third party in the event of a sale, merger, or other transfer of all or substantially all of the assets of Chiligrin or any of its corporate affiliates (as defined herein), or the portion of Chiligrin or any of its corporate Affiliates with which the Service is related, or in the event we discontinue our business or file or have filed against us in bankruptcy, reorganization, or similar proceeding, provided that the third party agrees to adhere to the terms of this Privacy Policy.

Affiliates

We may disclose information (including personal information) about you to our corporate affiliates. For purposes of this Privacy Policy, "Corporate Affiliate" means any person or entity that directly or indirectly controls, is controlled by, or is under common control with Chiligrin, whether by ownership or otherwise. Any information about you that we provide to our corporate affiliates will be treated by such corporate affiliates in accordance with the terms of this Privacy Policy.

Governing Law

This Privacy Policy is governed by the laws of Mexico without regard to its conflict of law provisions. You consent to the exclusive jurisdiction of the courts in connection with any action or dispute arising between the parties under this Privacy Policy or in connection with it, except for those individuals who may have the right to make claims under the Privacy Shield or the Swiss-U.S. Framework.

The laws of Mexico, excluding its conflicts of laws, will govern this Agreement and your use of the platform. Your use of the platform may also be subject to other local, state, national, or international laws.

By using Chiligrin or communicating with us directly, you signify that you accept this Privacy Policy. If you do not agree with this Privacy Policy, you should not interact with our website or use our services. Continued use of the website, direct interaction with us, or after the posting of changes to this Privacy Policy that do not significantly affect the use or disclosure of your personal information will mean that you accept those changes.

Your Consent

We have updated our Privacy Policy to provide you with full transparency about what is set forth when you visit our site and how it is used. By using our platform, registering an account, or making a purchase, you hereby accept our Privacy Policy and agree to its terms.

Links to Other Websites

This Privacy Policy applies only to the Services. The Services may contain links to other websites that Chiligrin does not operate or control. We are not responsible for the content, accuracy, or opinions expressed on such websites, and such websites are not investigated, monitored, or verified for accuracy or completeness by us. Remember that when you use a link to go from the Services to another website, our Privacy Policy is no longer in effect. Your browsing and interaction on any other website, including those that have a link on our platform, are subject to that website's own rules and policies. Such third parties may use their own cookies or other methods to collect information about you.

Cookies

Chiligrin uses "cookies" to identify the areas of our website that you have visited. A cookie is a small piece of data that your web browser stores on your computer or mobile device. We use cookies to improve the performance and functionality of our platform, but they are not essential for your use. However, without these cookies, certain features such as videos may not be available, or you may be prompted to enter your login information every time you visit the platform since we would not be able to remember that you had logged in previously. Most web browsers can be configured to disable the use of cookies. However, if you disable cookies, you may not be able to access the functionality of our website correctly or at all. We never place personal identification information in cookies.

Blocking and Disabling Cookies and Similar Technologies

Wherever you are, you can also configure your browser to block cookies and similar technologies, but this action may block our essential cookies and prevent our website from functioning correctly, and you may not be able to use all of its features and services fully. You should also be aware that you may lose saved information (e.g., saved login details, site preferences) if you block cookies in your browser. Different browsers provide different controls, and disabling a cookie or cookie category does not remove the cookie from your browser; you must do so yourself from your browser's settings. You should visit your browser's help menu for more information.

Children's Privacy

We do not target anyone under the age of 13. We do not collect personally identifiable information from anyone under 13 years of age. If you are a parent or guardian and you know that your child has provided us with Personal Data, please contact us. If we become aware that we have collected Personal Data from anyone under 13 years of age without verification of parental consent, we take steps to remove that information from our servers.

Changes to Our Privacy Policy

We may change our Service and our policies, and we may need to make changes to this Privacy Policy to accurately reflect our Service and policies. Unless the law requires otherwise, we will notify you (e.g., through our Service) before making changes to this Privacy Policy and give you the opportunity to review them before they take effect. Then, if you continue to use the Service, you will be subject to the updated Privacy Policy. If you do not wish to accept this or any updated Privacy Policy, you can delete your account.

Third-Party Services

We may display, include, or make available third-party content (including data, information, applications, and other product services) or provide links to third-party websites or services ("Third-Party Services"). You acknowledge and agree that Chiligrin will not be responsible for any Third-Party Services, including their accuracy, completeness, timeliness, validity, copyright compliance, legality, decency, quality, or any other aspect of them. Chiligrin does not assume and will not have any liability or responsibility to you or any other person or entity for any Third-Party Services. Third-Party Services and links to them are provided solely for your convenience, and you access and use them entirely at your own risk and subject to the terms and conditions of such third parties.

-Cookies

We use cookies to enhance the performance and functionality of our platform, but they are not essential for your use. However, without these cookies, certain features such as videos may not be available, or you may be prompted to enter your login information each time you visit the platform because we wouldn't be able to remember that you had logged in previously.

Information about the General Data Protection Regulation (GDPR)

We may collect and use information about you if you are in the European Economic Area (EEA), and in this section of our Privacy Policy, we will explain exactly how and why this data is collected and how it is kept protected against replication or misuse.

What is GDPR?

GDPR is a privacy and data protection law across the EU that regulates how companies protect the data of EU residents and enhances the control that EU residents have over their personal data.

GDPR is relevant to any company operating globally and not just EU-based companies and EU residents. The data of our customers is important regardless of where they are, so we have implemented GDPR controls as our baseline standard for all our operations worldwide.

What is Personal Data?

Any data related to an identifiable or identified individual. GDPR covers a broad spectrum of information that could be used on its own or in combination with other pieces of information to identify a person. Personal data goes beyond a person's name or email address. Some examples include financial information, political opinions, genetic data, biometric data, IP address, physical address, sexual orientation, and ethnic origin.

The data protection principles include requirements such as:

- Personal data collected must be processed fairly, lawfully, and transparently and should only be used in a way that a person would reasonably expect.
- Personal data should only be collected for a specific purpose and should only be used for that purpose. Organizations must specify why they need personal data when collecting it.
- Personal data should not be kept for longer than necessary to fulfill its purpose.
- Individuals covered by GDPR have the right to access their own personal data. They can also request a copy of their data and that their data be updated, deleted, restricted, or moved to another organization.

Why is GDPR Important?

GDPR adds some new requirements regarding how companies must protect the personal data of the individuals they collect and process. It also raises the stakes for compliance by increasing enforcement and imposing greater fines for non-compliance. Beyond these facts, it is simply the right thing to do. At Chiligrin, we firmly believe that the privacy of your data is very important, and we already have strong security and privacy practices that go beyond the requirements of this new regulation.

Individual Rights of the Data Subject: Access, Portability, and Deletion of Data

We are committed to helping our customers comply with the data subject rights requirements of GDPR. Chiligrin processes or stores all personal data in providers that comply with DPAs and have been thoroughly vetted by us. We store all conversations and personal data for a maximum of 6 years unless your account is deleted. In which case, we delete all data in accordance with our Terms of Service and Privacy Policy, but we will not retain it for more than 60 days.