PERSONAL DATA PROTECTION POLICY

At **WHO Studio**, we deeply value the trust our clients and prospects place in our agency when they share the vision of their projects and their corporate information with us.

This document sets out our internal security and compliance policy under Mexico's *Federal Law on the Protection of Personal Data Held by Private Parties* (*Ley Federal de Protección de Datos Personales en Posesión de los Particulares*, LFPDPPP), ensuring that your information is processed in a lawful, controlled and informed manner.

1. Our Commitment to Privacy The processing of personal data at **WHO Studio** is governed by the guiding principles of lawfulness, consent, notice, quality, purpose, loyalty, proportionality and accountability set forth by current legislation. We are committed to ensuring that the information provided is used solely and exclusively for the agreed commercial, consulting and design purposes.

2. Confidentiality and Safekeeping of Information All information shared with our studio, including briefs, brand strategies, unreleased concepts, names and contact details, is subject to strict confidentiality protocols.

- Information is stored in databases and on servers with restricted access, limiting its visibility to only the personnel essential to the development of your project.
- No member, collaborator or contractor of WHO Studio is authorized to extract or use your information outside the scope of the contracted project.

3. Transfers to Third Parties WHO Studio guarantees that your personal, corporate or financial data will not be sold, rented, traded or shared with outside companies, advertising agencies or third parties unrelated to our operations. The only exceptions to this rule are:

- When the transfer is strictly required by law or by order of a competent judicial authority.
- When it is necessary to provide the service you request from us (for example, registering a web domain or a server in your name), in which case your prior consent will always be requested.

4. Withdrawal of Consent At any point in your relationship with the studio, you may withdraw the consent you have granted us to process your data. Please note that, for certain purposes, withdrawing consent will mean we can no longer provide the design or development service you requested, which will result in the conclusion of your project with us.

To begin the withdrawal process or to resolve any questions about our data security protocols, our legal and administrative team is available through the following official channels:

- **Offices:** Paseo de los Virreyes 4108, Zapopan, Jalisco, Mexico.
- **Direct Channel (WhatsApp):** +52 33 5105 4035
- **Support Email:** projects@whostudio.mx
- **Official Instagram:** @whostudio.mx

By interacting with our website or engaging in direct communication with our design team, you acknowledge and accept the security and data protection practices described herein.