# PRIVACY NOTICE

**WHO Studio**, with its physical address at **Paseo de los Virreyes 4108, Zapopan, Jalisco, Mexico**, is responsible for the use, processing and protection of your personal data. This Privacy Notice is issued in compliance with the *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).

**1. Personal Data We Collect** To carry out the purposes described in this document, we will collect the following data through our website, WhatsApp or direct communication:

- Full name.
- Company, brand or project name.
- Corporate or personal email address.
- Phone / WhatsApp number.
- Information and specifications about the design or branding project to be developed.

*WHO Studio states that it does not, under any circumstances, collect personal data classified as sensitive.*

**2. Purposes of Processing** Your personal data will be used for the following primary purposes, which are necessary for the service you request:

- Providing quotes, strategic proposals and follow-up on requests for design, development and brand identity services.
- Scheduling discovery calls and meetings, and establishing direct communication with our team.
- Creating client records and fulfilling contractual obligations.

In addition, we will use your information for the following secondary purposes:

- Sending communications about our services, success stories or studio updates.
- Quality surveys about the service provided. *(If you do not want your data to be used for these secondary purposes, you may let us know by writing to projects@whostudio.mx.)*

**3. Exercising Your ARCO Rights** You have the right to know what data we hold about you (Access), to request its correction (Rectification), to ask us to delete it (Cancellation) or to object to its use for specific purposes (Opposition).

To exercise your ARCO Rights, you must send a formal request to our support team:

- **Email:** projects@whostudio.mx
- **WhatsApp:** +52 33 5105 4035
- **Address:** Paseo de los Virreyes 4108, Zapopan, Jalisco.

**4. Use of Cookies** Our website (whostudio.mx) uses cookies and tracking technologies to analyze traffic, optimize browsing and improve the user experience. This data is anonymous, and you can disable cookies directly in your browser settings.

**5. Updates** This Privacy Notice may be modified. Any update will be published on our official website and announced through our digital channels (IG: @whostudio.mx).

**Last updated:** July 2026.