

## PRIVACY NOTICE FOR DF/MEXICO

This privacy notice provides information on how DF/Mexico, a trading division of Oaxaca Limited (referred to in this notice as "**DF/Mexico**", "**we**" or "**us**"), collects and uses personal data relating to users (referred to in this policy as "**you**") of the DF/Mexico website and related services (together referred to in this policy as the "**Services**").

This notice is version 1.0 and was last updated on 8<sup>th</sup> July 2014.

### 1. Who are DF/Mexico?

DF/Mexico is a trading division of Oaxaca Limited which is a company registered in England and Wales with company number 05836870.

DF/Mexico acts as the data controller regarding the use of your personal data as described in this privacy notice.

**You can contact DF/Mexico using the contact details set out at paragraph 8 below.**

### 2. What data do we collect?

We may collect the following information from you:

- name;
- contact information including email address;
- demographic information such as postcode, preferences and interests; and
- other information you provide to us in customer surveys, competitions and/or offers.

### 3. What we use this data for?

Primarily we will use the data we collect to provide the Services. However we may also use this data for:

- internal analysis and statistics including demographics and page views;
- improving our products and services;
- sending you marketing communications by email; and
- market research

### 4. Disclosure of your personal data to third parties

DF/Mexico may disclose your personal data for the purposes outlined in paragraph 3 above to third parties, including:

- service providers and professional advisers;
- governmental bodies and law enforcement authorities;
- any investor, lender, purchaser or (on terms of confidentiality) likely investor in, or purchaser of DF/Mexico's business; and
- other third parties where required or permitted by law.

### 5. Storage and security of your personal data

Your personal data is stored in electronic and physical records maintained by DF/Mexico and/or our service providers. Whilst DF/Mexico is based in the UK, our service providers may have servers located

overseas, where the laws may not give the same level of protection to personal data as within the UK. By submitting your personal data, you agree that we may transfer, store or process. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our website; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

## **6. Removal of your details**

You may request removal of your personal information or opt out of marketing communications from us at any time by sending an email to DF/Mexico at [ola@wahaca.co.uk](mailto:ola@wahaca.co.uk)

DF/Mexico may however retain certain anonymised aspects of your personal details for our internal business purposes such as maintaining records of our dealings with you and analysis and statistics.

## **7. Access to your details**

If you would like to access a copy of any personal data which DF/Mexico holds about you, or if you wish to change your consent regarding email marketing communications, please send a request by email or by post using the appropriate contact details in paragraph 8 below.

You have the right, in certain circumstances, to object to DF/Mexico processing your personal data or to request that your personal data is corrected or deleted. Please contact us to discuss this as required.

## **8. Queries**

If you have any queries in relation to the processing of your personal data by DF/Mexico, please contact us as follows:

Oaxaca Limited, 119 Waterloo Road, London, SE1 8UL

Email: [ola@wahaca.co.uk](mailto:ola@wahaca.co.uk)