

PRIVACY POLICY - BERSHKA MEXICO

1. Every time you use this Web site will be under the application of the Privacy Policy in effect at any time (hereinafter the Privacy Policy), should review this to make sure you are happy with it.

2. The personal data provided to us are name, phone, email, market, topic, theme, message, sections that interest you and type of mobile phone that has to be processed in a database responsibility Bershka Mexico, SA de C.V. (Bershka Mexico) which will:

i. The development, implementation and execution of the contract of sale of the products that you have purchased or any other contract between the two;;

ii. Para meet our legal obligations arising relations with you to contact us to share your opinions, complaints and suggestions; corporate information, affinity card, gift cards and customer service in shops;

iii..Atender requests we raised;

iv. Asimismo within the relationship between you and us, be understood to provide information about products Bershka Mexico, as well as other brands and / or companies in the Inditex Group (whose objects are related to the fields of decoration, textile, the sale of apparel and home, as well as any other supplemental to the above, including cosmetics and leather goods, as well as the development and support of e-commerce activities), including in relation to the goods, sending commercial communications via emails, phone calls, SMS and other electronic media messages (prior art) or physical that resulted appropriate and relevant to meet this purpose. You can change your preferences in relation to the sending of such communications by logging into the My Account section. You may terminate your subscription through the newsletter or by contacting our customer service section.

If you provide us with personal data of third parties, you are responsible for having informed and obtained the consent of those to be provided for the purposes listed below. For having proceeded to the purchase of a product or purchase a gift card (hereinafter, merchandise), personal data of third parties provided will be used solely for (i) managing the delivery or verification of receipt of the merchandise; (ii) respond to requests raised by us and (iii) to share our products with known email;

3. If you choose to check the option to save and enable quick purchase, you expressly authorize the processing of the data required for the activation and development of this functionality. CVV card is only used to make the purchase in progress, and will not be stored or subsequently treated as part of your data card. Consent for enabling this functionality allows autocomplete data appear in subsequent purchases, so no need to enter data in each new process, and shall be valid and effective for subsequent purchases. You can change your cards and withdraw consent for treatment at any time through the Cards section of My Account. Mexico Bershka stores and transmits card data according to the main international standards of confidentiality and security of credit and debit cards. Using this functionality, request for security reasons modifying your password. Remember that the safety in use of the website also depends on proper use and conservation of certain confidential passwords.

4. Bershka Mexico, residing at No. 730 146 Poniente, Col. Industrial Vallejo, CP 02300, Mexico, DF, responsible for the database, is committed to respecting the confidentiality of their personal data and guarantee the exercise of their rights of access, rectification, cancellation and opposition (ARCO rights), by writing to the address previously indicated to the attention of "Data Protection" to Mexico; or by sending an email to datospersonales@corporaciondeserviciosxxi.mx. If necessary, we may request a copy of their official identification (IFE, passport or other valid form of ID). In case you decide to exercise these rights ARCO and as part of the personal information you have provided email stating we would appreciate that such communication was made specifically stating that circumstance indicating the email regarding which ARCO rights exercised.

5. **HOLDER INFORMATION:** Full Name, Full Address, Telephone and E-mail (where they give you its answer to your request).

6. **REPRESENTATIVE INFORMATION (ONLY IF APPLICABLE):** Full Name Should be legal representative of the owner must accompany the respective written the original public instrument, or where appropriate, proxy signed before two witnesses.

7. **IIIIII. ARCO RIGHTS:** Indicate / right (s) you want to practice: Rectification and / or Access Opposition, Cancellation. It also should give a description of the personal data of those who seek to exercise / right (s) listed above and / or any other comments to help us better serve her right.

8. **IVIV. OTHER REQUIRED DOCUMENTATION:** Please attach documentation to support your application and consider to help us deal with it appropriately. In particular, the request for correction of personal data (incorrect data, correct data and supporting evidence).

9. If the information provided in the letter is inaccurate or insufficient, or, relevant accreditation documents, the Data Protection Department, is not accompanied within five (5) working days of receipt of your written rights application, it may require you to supply the items or documents needed to process the same. You have ten (10) working days to meet the requirement, counting from the day on which you received it. Failure to respond within that period, shall be deemed not filed the appropriate letter.

10. The Department of Data Protection will inform the determination made within a period of twenty (20) working days from the date you received your letter to the effect that, if it is appropriate, give effect thereto within fifteen (15) working days after the answer is communicated. The answer is given by the same route that sent the request.

11. You can limit the use and / or disclosure of personal information by sending your request to the Data Protection Department for direction for Mexico datospersonales@corporaciondeserviciosxxi.mx. The requirements to prove their identity, and the procedure to meet your application is governed by the same criteria mentioned in the previous section.

12. Should your application be appropriate, the Data Protection Department will register our internal exclusion list in order to allow you to receive our promotions.

13. Bershka Mexico reserves the right, in its sole discretion, to change, modify, add or remove portions of this Privacy Policy at any time. In this case, Bershka Mexico indicate the latest date thereof through publication in this website.

14. To fulfill the purposes stated in paragraph 2 above, it may be necessary to transfer the information you have provided to the holding company of the Inditex Group, and certain members of the Inditex Group companies in Spain and Ireland (whose activities relate to sectors decoration, textile, finished products of apparel and home, as well as any other supplemental to the above, including cosmetics and leather goods, as well as the development and support of e-commerce activities) so we understand that, register and provide us with information through this website, you expressly authorize us to make such transfers to those companies belonging to the Inditex Group. Also, Bershka Mexico, to comply with (s) purpose (s) described above required (s) or other law or those competent authorities required, only the required data transfer provided by law.

15. The user (you) hereby guarantees that the personal data provided are true and accurate and agree to notify any changes or amendments thereto. Any loss or damage caused to the site or the person responsible for the website or any third party by communicating incorrect, inaccurate or incomplete information in the registration forms will be the sole responsibility of the user.

16. You have the possibility to use the login or sign in through a social network or another collaborator that enables this service (social login) when it is available on our login/sign in screen, either to link the social login to your account or by registering a new one . In that case, your login credentials, as well as your name and email / phone number (you might need to authorize it), will be imported from your social network or collaborator account. By using this login option, these third parties may send us certain additional information about your public profile, such as: your name, gender, approximate age or profile photograph, according to the terms of use from the social network / collaborator, which we recommend you read carefully. Unless you give us your authorization, we will not retain this additional data. Likewise, the use of this functionality may imply that you

provide certain information about your activity to the social network or the collaborator. In any case, we recommend that you review your privacy settings and the privacy policies of the collaborator or social network to learn how these third parties process your data.

17. Information about Cookies: accepting this Privacy Policy you consent to the use of cookies used on this website and as described in our Cookie Policy
<http://www.bershka.com/webapp/wcs/stores/servlet/ItxSpotView?spot=Cookies&langId=1&storeId=44,009,500>