



Dun & Bradstreet de México, S.A. de C.V.

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PRIVACY NOTICE

This Privacy Notice is delivered pursuant to the Federal Law on the Protection of Personal Data Held by the Private Sector (the "FLPPD"), and applies to all the personal information concerning you collected by Dun & Bradstreet de Mexico, S.A. de C.V. and its affiliates and subsidiaries, including but not limited to Dun & Bradstreet, Inc. ("D&B").

About Dun & Bradstreet

D&B is the world's leading source of commercial information and insight, enabling companies to Decide with Confidence® since 1841. D&B's global commercial database contains more than 150 million business records, which we compile through a wide variety of commercial partners and public sources. Our database is enhanced by D&B's proprietary DUNSRight® quality assurance process, which provides our customers with timely and reliable business information. This quality information serves as the foundation of our global solutions that customers rely upon to make critical business decisions.

This Privacy Notice explains the types of business information D&B collects, and how we use, manage, share and protect it. Please read this Notice carefully to understand our information collection and management practices and to understand your rights as a Data Owner.

What Information Do We Collect?

D&B collects information on businesses and business professionals, including:

- Company and business professional contact information, including name, title, address, phone number, fax number and e-mail address;
- Detailed company profiles and statistics, including number of employees;
- Background information regarding company management, such as the educational and career histories of company principals;
- Company operational histories, including territories, subsidiaries, affiliates and lines of business;
- Detailed trade and business credit information, including payment histories and patterns;
- Summary business information regarding income, profitability, debts, assets, net worth and business relationships;
- Business professional data as it relates to their professional lives, such as name, company, title, business contact information and trade associations; and
- Credit/debit card information in order to process certain customer payments.

How Do We Use and Share Information?

D&B uses the identifiable business and business professional information that we collect to offer customers a variety of business information products and services for use in making business credit, risk management, supplier and marketing decisions. D&B also licenses business lists to authorized resellers and third party businesses for marketing purposes. Being listed in D&B's global company and business professional contacts databases offers benefits to businesses and business professionals, including identification and recognition in the marketplace and the prospect of beneficial commercial opportunities and partnerships.



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Changes to D&B's Data Privacy Practices

If this Privacy Notice is modified in any way, we will inform you through this means, provided, however, that we will comply at all times with all applicable legal provisions.

Contact D&B

We encourage you to keep your information updated and to take advantage of the related benefits. If you wish to exercise your rights contained in the *FLPPD* in connection with the access, rectification, cancellation or objection ("ARCO" rights) of your personal data, or to limit in any way the use or disclosure of your personal data, please contact us by telephone at 01 (800) 362 6394 free of charge or by email at cscmex@dnb.com.