

## PRIVACY POLICY FOR US RESIDENTS

This Privacy Policy applies to United States residents and is applicable exclusively to our consumers, passengers, and other persons residing in the United States of America (hereinafter, the "Consumer" or "you"), from whom we collect personal information for the accumulation and redemption of points in the **"Altitude by Volaris"** Loyalty Program (hereinafter, the "Program") on the website, Apple and Android mobile apps altitude by Volaris, at airports, through our Call Center, and from Social Media (hereinafter the "Services"), all owned by Comercializadora Volaris, S.A. de C.V. (hereinafter, "Comercializadora"). This Policy is issued in compliance with applicable laws in the United States including the California Consumer Privacy Act as amended by the California Privacy Rights Act (together, the "CCPA"), including any supplemental regulations. Terms not defined herein shall have the meaning described to them in the CCPA.

### CATEGORIES OF PERSONAL INFORMATION COLLECTED

Comercializadora may collect, from time to time, and may have collected in the previous 12 (twelve) months, the following categories of personal information:

1. Identifiers and contact information (First name(s); Last name(s); Email; Password; Nationality; Date of birth; Gender; Country; State; Phone number; Marital status).
2. Internet or other electronic network activity information.
3. Commercial information, such as products and services purchased.
4. Geolocation data.
5. Usage data.
6. Payment information.
7. Profile or purchasing habits inferred from your personal information.
8. Information from third parties that you provide at the time of purchase of our products and/or services.

### HOW WE COLLECT YOUR DATA

We collect your personal information in the following ways:

**Direct Collection.** When you use our mobile apps or website, when you contact our Call Center, or through our social media pages.

**Automated Collection.** Via cookies and similar tracking technologies when you interact with our website or mobile app.

**Third-Party sources.** We may receive information from suppliers, such as travel agents, marketing firms, and other airlines, as well as from public databases and social media platforms.

### PURPOSE FOR WHICH PERSONAL INFORMATION MAY BE USED OR DISCLOSED

We use your personal information to:

**Provide Services and Products.** Provide the requested Service, whether provided by Comercializadora or by our business partners, or airlines with whom we have a shared code agreement and/or similar alliances. Process payments or refunds. Notification of issues related to your flight. Handle complaints or claims.

**Improve Our Services.** Analyze usage patterns to enhance our offerings and user experience.

**Marketing and Personalization.** Send tailored offers, promotions, and advertisements based on your preferences and behaviors.

**Security and Fraud Prevention.** Ensure the safety of our Services and detect fraudulent activities.

**Compliance and Legal Obligations.** Comply with applicable laws and orders from authorities.

We may disclose your personal information to:

**Service Providers.** Companies that assist us with payment processing, customer service, IT support, marketing, and other operational services.

**Business Partners.** Airlines, travel agencies, hotel chains, car rental companies, Hopper, codeshare partners, surety companies, and other partners for coordinated services.

**Corporate Event.** We reserve the right to transfer to another entity or its affiliates or service providers some or all information about you in connection with, or during negotiations of, any merger, acquisition, sale of assets or any line of business, change in ownership control, or financing transaction.

**Government Authorities.** For security, customs, immigration, regulatory, and other legal compliance purposes.

**Other airlines.** Other airlines to fulfill your booking requests relating to your flights.

## SELLING AND/OR SHARING YOUR PERSONAL INFORMATION/TARGETED ADVERTISING

Comercializadora does not engage in activities related to the sale of your personal information in exchange for monetary or any other type of consideration, share your personal information with third parties for the purpose of executing cross-contextual behavioral advertising, or disclose your personal information to third-parties for the purpose of targeted advertising.

The categories of personal information may be disclosed to and managed by, both in and outside of Mexico, in the preceding 12 months, the following people, companies, organizations and authorities, all of which are independent from us:

RECIPIENTS OF PERSONAL INFORMATION	PURPOSE
Third parties providing website hosting services and related providers	Provision of services
Third parties providing additional contracted services	Provision of services
Third parties providing administration, management, and use services for the “ <b>Altitude by Volaris</b> ” Program, Volaris	Provision of services
Volaris affiliates and subsidiaries	Provision of services
Call center service providers	Provision of services

Other airlines with which Volaris operates codeshare flights or similar/allied arrangements	Provision of services
Advertising agencies	Informational, promotional, advertising, and commercial purposes.
Banking and financial institutions	Informational, promotional, advertising, and commercial purposes.
Civil aviation, health, migration, security, consumer protection, and judicial authorities	To comply with requirements in accordance with applicable legal and regulatory provisions.

Comercializadora will ensure through the signing of agreements and/or the adoption of other binding documents, that such third parties maintain adequate security, administrative, technical, and physical measures to safeguard your personal information, as well as that such third parties only use your personal information for the purposes for which they were collected and in accordance with this Privacy Policy.

**YOUR RIGHTS REGARDING PERSONAL INFORMATION AND HOW TO EXERCISE THEM**

Residents of California and certain other states are entitled to certain privacy rights. These rights are not absolute, and we reserve our right to decline to act on some or all of your request to the extent permitted by law. These privacy rights include:

**Right to Know**

You may have the right to request information about:

- The categories of personal information we have collected about you.
- The categories of sources from which the personal information is collected.
- The business or commercial purpose for collecting, selling, or sharing personal information.
- The categories of third parties to whom we have disclosed, sold, or shared personal information; and
- The specific pieces of personal information we have collected about you.

**Right to Delete**

You may have the right to request the deletion of any personal information we have collected from you, subject to certain exceptions (e.g., completing a transaction, detecting security incidents, complying with a legal obligation).

**Right to Correct Inaccurate Personal Information**

You may have the right to request the correction of inaccurate personal information that we maintain about you, taking into account the nature of the personal information and the purposes of the processing of such personal information. Upon verification, we will correct any inaccuracies in your personal information.

**Right to Opt-Out of the Sale or Sharing of Personal Information**

You may have the right, at any time, to direct Comercializadora not to sell or share the Consumer’s personal information. Because Comercializadora does not sell or share personal information of Consumers, you are already opted-out.

**Right to Limit the Use of Sensitive Personal Information**

You may have the right to limit the use and disclosure of your sensitive personal information to only what is necessary for providing services or as otherwise required by law. We do not use personal information defined as sensitive to infer characteristics about you, and so this right is not applicable to our current operations.

### **Right to Opt-Out of Targeted Advertising and Automated Decision-Making**

You may have the right to opt-out of the use and disclosure of your personal information for purposes of targeting advertising and/or automated decision-making.

### **Right of No Retaliation Following Opt Out or Exercise of Other Rights.**

Comercializadora shall not discriminate against a Consumer because the Consumer exercised any of the Consumer's rights under state comprehensive privacy law and this Privacy Policy.

### **HOW TO EXERCISE YOUR RIGHTS.**

To exercise your rights, please submit a request through one of the following methods:

- Webform: [Privacy Center](#)
- Phone: Call our toll-free number at 1 855 551 8789

We will verify your identity through the information provided in your request or through an authorized agent before proceeding.

Consumers may exercise their rights with respect to their personal information in accordance with this Privacy Policy, if applicable, by submitting a verifiable request. In addition, if you wish to unsubscribe from e-mail newsletters of Comercializadora, you may do so in whole or in part by clicking on the 'Unsubscribe' link located at the bottom of the e-mails.

The verifiable consumer request must include at minimum: Name of the Consumer owner of the personal information on which a right is to be exercised, e-mail address, clear and precise description of the request, and any other data allowing the location of the personal information (e.g., the place where the data were collected or your flight record). Comercializadora may require authentication of the Consumer that is reasonable for the nature of the request. To verify your request, Comercializadora will perform reasonable measures to ensure that the person making the request is the person from whom we are collecting the information. We may ask you for your name, e-mail address, and/or contact telephone number. We may also ask you to send us identification issued by your state of residence.

The time to respond to a request will be within 45 days of receiving a verifiable consumer request from the Consumer. Comercializadora will take reasonable steps to determine whether the request is a verifiable consumer request. We may extend time to provide the required information once by an additional 45 days when reasonably necessary, and we will provide you with a notice of the extension. Disclosure of the required information will be in writing and will be delivered to the Consumer's e-mail address through which the request was sent, or through which indicated in the request.

Please note that your request may be denied or not proceed immediately because your request may not be verifiable, consent may not be demonstrated, or because of legal obligation. Also, you should consider that for certain purposes, the revocation or limitation of your consent will imply that we can no longer provide you with the service you requested or will imply the termination of the relationship with us.

In the event we deny your request, you may have the right to appeal our decision by sending a request in the Webform: [Privacy Center](#) section "Personal Information queries".

### **CALIFORNIA SHINE THE LIGHT**

California residents also have the right to request information regarding third parties to whom Comercializadora has disclosed certain categories of personal information during the preceding year for the third parties' direct marketing purposes under California's "Shine the Light" law (Cal. Civ. Code § 1798.83). Personal information under this California law means "any

information that when it was disclosed identified, described, or was able to be associated with an individual." We do not disclose this type of personal information to third parties for their own purposes and we permit you to opt out of any disclosures of non-identifiable personal information. However, if you are a California resident and would like to inquire further, please submit your request in: [Privacy Center](#).

## **PERSONAL INFORMATION OF THIRD PARTIES**

If you purchase services for other Consumers or Consumer companions, you must make sure that you have the right to provide their personal information to us and that those other Consumers have accepted how we use their information as stated in this Policy. Personal information of other Consumers is collected only for the purpose of providing such personal information to fulfill the requested service, or as otherwise may be required or permitted by applicable law.

## **MINORS**

You must be 18 years or older to use the site. Our Services are not directed at or intended for use by children. We do not knowingly collect information from children under 18 years of age. The limited circumstances we might need to collect the personal information of children under 18 years old include: as part of a reservation, the purchase of other flight-related services, or in other exceptional circumstances. This will only be used and collected as provided by a parent or guardian and with their consent. If you become aware that your child or any child under your care has provided us with personal information without your consent, please contact us.

## **AUTHORIZED AGENT**

Certain state residents may designate an authorized agent to make requests about your personal information on your behalf. The authorized agent or the Customer must provide to Comercializadora written Consent (means any freely given, specific, informed, and unambiguous indication of the Consumer) by the Consumer to act on the Consumer's behalf, including by a statement or power of attorney and to verify their identity directly with us.

## **COMPLAINT CHANNEL**

At Comercializadora, we take the protection of your personal information very seriously. If at any time you have any concerns or suspicions about improper handling of your personal information, we ask that you report them to us immediately through our Whistleblower Channel.

Our Whistleblower Channel is designed to provide you with a secure and confidential resource to report any incident related to the privacy and security of your personal information. You can use this channel to report any concerns, such as unauthorized access to your personal information, accidental loss of your personal information, misuse of your data or any other suspicious activity that may affect the privacy and security of your personal information.

To file a complaint or report an incident, you may contact us by sending a request in the Webform: [Privacy Center](#) section "Contact Us" or by telephone at 1 855 551 8789.

Any report received through our Whistleblower Channel will be treated with the utmost confidentiality and will be investigated in a diligent and timely manner. We are committed to taking the necessary steps to address and resolve any concerns related to the protection of your personal information.

## USE OF COOKIES, WEB BEACONS AND SIMILAR TECHNOLOGIES

Our website and applications allow us to make use of cookies, web beacons and other tracking technologies that serve to fulfill the purposes informed in this Privacy Policy.

The different types of cookies we use to obtain identifying data and data related to the Consumer's purchase behavior and use of services on the Internet are:

- **Essential Cookies.** These technologies allow proper use of the technological functionalities of our website, so they cannot be disabled.
- **Cookies to remember preferences and experience of the owner.** Through these technologies we obtain browsing hours, browsing time on our website, sections consulted, and Internet pages accessed prior to ours. These cookies allow us to remember your preferences, navigation options, and personalized functions.
- **Cookies for performance and analytics purposes.** We may use our own and third-party cookies (including Google Analytics) to obtain technical and statistical data that allow us to identify how you use our services to improve their performance and future developments.
- **Own and third party advertising cookies.** We may place our own and third-party advertising cookies to obtain information regarding your shopping, consumption, and website viewing preferences to show you advertising that we consider relevant to you.

Some of the cookies we use on our website are necessary to enable its operation and cannot be disabled from our systems.

However, you can disable those non-essential cookies by following the applicable procedure according to the type of browser you use to access our website. Internet Explorer:

- Tools ® Internet → Options ® → Privacy → ® Settings. For more information, you can consult the following [link](#).
- Firefox: Tools ® → Options ® → Privacy and Security. For more information, you can consult the following [link](#).
- Chrome: Settings ® Security check → ® and/or ® → Privacy and security. For more information, you can consult the following [link](#).
- Safari: Preferences ® → Security. For more information, you can consult the following [link](#).
- Opera: Settings ® → Privacy, search and services and/or Site permissions. For more information, you can consult the following [link](#).

Through your Internet browser, you will also be able to view the cookies that are on your device and delete them as you see fit.

In addition, the Comercializadora platform also uses cookies for mobile devices, so if you wish to disable them, we recommend that you follow the instructions specified by the developer of the Internet browser for your mobile device.

For more information about the use of cookies, we recommend that you consult our Cookies Policy at the following [link](#).

## RETENTION PERIOD

We retain your personal information only as long as necessary to fulfill the purposes for which it was collected, as described in this Policy, or as required by law. Specifically:

- **Transaction Data:** Retained for as long as needed to complete your transactions, maintain your accounts, or comply with legal obligations.
- **Marketing Data:** Retained until you opt-out or request deletion.
- **Legal and Compliance Data:** Retained for the duration required by applicable laws and regulations, such as for tax and audit purposes.

After the retention period expires, we will securely delete or anonymize your personal information in accordance with applicable laws and regulations.

## THIRD PARTY LINKS

This Comercializadora Privacy Policy only concerns our proprietary Services. It does not include links to third-party Web sites, we are not responsible for the content or privacy practices of those sites. The use of information collected by these sites is, in its entirety, the responsibility of the third-party Web sites. You should be aware that other organizations have their own privacy notices regarding the collection and use of personal information, as well as the use of cookies. If you are concerned about how other Web sites may use your information, we encourage that you read their privacy policies or contact the organization that owns the Web site.

## CONTACT US

If you would like more information about our Privacy Policy or have any questions regarding the exercise of your rights, please contact us by sending a request through Webform: [Privacy Center](#) or by phone at 1 855 551 8789.

The means set forth in this policy are for the purposes stated in this policy. For any other doubt or question not related to our Privacy Policy or Personal Information, please contact us through our official contact channels for customer service [here](#).

## CHANGES TO OUR PRIVACY POLICY

Comercializadora reserves the right to amend this Privacy Policy at any time. When changes are made to this Privacy Policy, the updated Policy will be posted on our website, mobile app, and call center.

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