

## Médica Sur, S.A.B. de C.V. Privacy Notification

### I. How we use your personal data

The personal data gathered by Médica Sur, S.A.B. de C.V. will be used for:

- The performance of medical-hospital services, including, without limitation, hospitalization, surgery, diagnostic studies, nursing services, pharmaceutical services, Blood Bank services, dialysis, oncological treatment, laboratory analyses, radiology and imaging, pathological studies and analyses, therapy, rehabilitation, diet and nutrition, and other health related services.
- The creation, study, analysis, updating and preservation of the clinical file.
- Billing and collection of payment for services.
- Studies, records, statistics and analysis of health information.
- Preservation of records for the follow-up of services; the performance of future services, and, in general, for the monitoring of any contractual relationship.
- Statistical and market analyses.
- Promotion and marketing of Médica Sur, S.A.B. de C.V. products and services or other companies that belong to the same corporate group.

From the moment that the “Holder” uses any of the services and/or provides his/her personal data to Médica Sur, he/she accepts the inclusion of that data in a data base so that Médica Sur, on its own behalf or through third parties, can develop the following activities, necessary for the accomplishment of its objectives:

- Research and market studies.
- Quality of service surveys.
- Targeted promotions.
- Offers of additional services.
- Customer service, congratulations, welcome messages.
- News bulletins.

### Sensitive Data

Médica Sur, S.A.B. de C.V. will gather sensitive data related to the patient’s health, clinical history, information on life style and other necessary or convenient information for the purposes indicated above. The sensitive personal information will be maintained and handled with strict confidentiality and security for the purposes related to the performance of health services and in conformance with this notification of privacy and with the applicable laws, regulations and standards.

## **Transference**

In the performance of its services Médica Sur, S.A.B. de C.V. may transfer – within or outside the country – the personal data in its possession to third parties subcontracted for purposes related to those indicated in this notification of privacy. Among the third parties to whom the said data may be transferred, without limitation, are laboratories, clinics, hospitals, research centers and insurance companies, as well as to any company belonging to the same corporate group and to authorities or to any entity to whom Médica Sur, S.A.B. de C.V. may consider necessary or convenient to communicate personal data.

## **II. Limitation in the use and dissemination of personal data.**

To limit the use of your personal data, please send an email to [contactanos@medicasur.org.mx](mailto:contactanos@medicasur.org.mx) or a notification to Calle Puente de Piedra No. 150, Torre III Planta Baja, Colonia Toriello Guerra, Delegación Tlalpan, C.P. 14050, Ciudad de México, addressed to the Department of Clinical Files and Personal Data, indicating the limitation in the use of your personal data desired.

## **III. Means for the exercise of ARCO rights (Access, Rectification, Cancellation and Opposition)**

For the exercise of your ARCO rights and/or the modification and/or the revocation of your consent to the treatment of your personal data by Médica Sur, S.A.B. de C.V. if they are inaccurate or incomplete, or to oppose their use for certain purposes, please submit a written request (petition for the exercise of your ARCO rights), addressed to our Department of Clinical Files and Personal Data to [contactanos@medicasur.org.mx](mailto:contactanos@medicasur.org.mx) or deliver a written request to Calle Puente de Piedra No. 150, Torre III Planta Baja, Colonia Toriello Guerra, Delegación Tlalpan, C.P. 14050, Ciudad de México, from 09:00 to 16:00 hours, Monday to Friday, containing the following information:

- Your full name
- Your address or email where you can receive a reply to your request
- Documentation to accredit your identity or authorization to represent you in the request.
- Description of the personal data for which you wish to exercise your ARCO rights.
- Any other element that will help to locate the personal data in order to heed the request.

## **IV. Means for the revocation of the consent**

You may request the revocation of your consent granted to Médica Sur, S.A.B. de C.V. for the treatment of your personal data at any time by sending a written request addressed to our Department of Personal Data at [contactanos@medicasur.org.mx](mailto:contactanos@medicasur.org.mx)

or by delivering a written notification to Calle Puente de Piedra No. 150, Torre III Planta Baja, Colonia Toriello Guerra, Delegación Tlalpan, C.P. 14050, Ciudad de México, from 09:00 to 16:00 hours, Monday to Friday, clearly stating the data for which you are revoking your consent.

#### **V. Notification of changes to the privacy notification**

Médica Sur, S.A.B. de C.V. reserves the right to make changes to this Privacy Notification at any time, in order to comply with changes in the law, jurisprudential changes, internal policies, new requirements for the presentation of Médica Sur, S.A.B. de C.V. services, or for any other reason at the entire discretion of Médica Sur, S.A.B. de C.V., with the understanding that all changes will be made known by the publication of a notice that will be posted on our internet web page, <http://www.medicasur.org.mx>. and we therefore remind you to visit it frequently.