



COMPREHENSIVE PRIVACY NOTICE

TRANSPORTACIONES Y TOURS DE ALLENDE, S.A. DE C.V.

Last updated: March 8, 2026

TRANSPORTACIONES Y TOURS DE ALLENDE, S.A. DE C.V. (the "Controller"), with offices at Calle Vicente Suárez 5, Colonia Independencia, San Miguel de Allende, Guanajuato, Mexico, C.P. 37732, is responsible for processing the personal data it collects from its clients, passengers, users, business contacts, and website visitors, in accordance with applicable law.

For any matter relating to this Privacy Notice or to the processing of your personal data, you may contact us at:

Email: contact@amexingexperience.com
Phone / WhatsApp: +52 (415) 167 39 90

The area responsible for handling requests related to personal data is the Department of Privacy and Personal Data Affairs.

1. Personal Data We May Collect

We may collect the following categories of personal data:

Identification and contact data

First name, last name, email, phone, preferred language, and, where applicable, emergency contact details.

Service or trip data

Flight information, arrival or departure times, airport or pickup point, destination, accommodation address, number of passengers, type of service requested, logistical preferences, itinerary, and any observations necessary to provide the service.

Billing and payment data

Information necessary for quotes, confirmations, invoicing, deposits, guarantees, payment references, and preferred payment method. Certain payments may be processed by specialized providers or related entities within or outside Mexico.

Service preference data

Preferred language of assistance, communication preferences, travel interests, special requirements, and observations related to the requested experience.

Website browsing and usage data

IP address, browser type, operating system, pages visited, date and time of access, and data obtained through cookies or similar technologies.

2. Sensitive Personal Data

In the ordinary course of business, the Controller does not request or process sensitive personal data for the regular provision of its services. If such data is provided on an exceptional basis, it will be processed only when strictly necessary and with reasonable protective measures.

3. Sources of Data Collection

We may obtain your personal data:

- directly from you;
- through forms, email, WhatsApp, phone calls, social media, or our website;
- through travel agencies, hotels, hosts, wedding planners, companies, family members, or third parties who request services on your behalf;
- through technology providers connected to quotes, reservations, itineraries, forms, or payments.

4. Purposes of Processing

Primary purposes

Your personal data will be processed to:

- identify and contact you;
- quote, confirm, book, modify, and manage transportation, tours, experiences, concierge, and event services;
- coordinate the logistics of your service, including vehicles, drivers, guides, schedules, access, and suppliers;
- handle changes, delays, incidents, special requests, or emergencies;
- manage payments, deposits, guarantees, invoicing, receipts, and clarifications;
- comply with contractual, tax, administrative, legal, and security obligations;
- follow up on the business relationship and respond to customer service requests.

Secondary purposes

Additionally, unless you indicate otherwise, we may process your data to:

- send satisfaction surveys;
- share news, recommendations, or commercial communications;
- conduct internal analysis, quality metrics, and service improvements;
- request reviews or testimonials.

If you do not wish your personal data to be processed for secondary purposes, you may request this by sending an email to contact@amexingexperience.com with the subject line *"Opt-out of secondary purposes."*

5. Options to Limit the Use or Disclosure of Your Data

You may request that the use or disclosure of your personal data be limited—including the suspension of promotional communications, surveys, or certain means of contact—by sending your request to contact@amexingexperience.com. The Controller will address such requests in accordance with applicable law.

6. Transfers of Personal Data

Your personal data may be shared or transferred, within or outside Mexico, only when necessary to fulfill the purposes described in this Privacy Notice, including with:

- payment processing providers;
- technology platforms for reservations, forms, CRM, customer service, hosting, or communications;
- hotels, agencies, operators, guides, drivers, venues, wineries, wedding planners, or other suppliers involved in providing the requested service;
- competent authorities, where there is a legal obligation.

When certain payments, validations, or administrative services are processed in the United States, including Texas, such cross-border transfer or processing will be carried out to the extent necessary to manage the relevant operation and in accordance with applicable legal obligations.

7. Processors and Suppliers

The Controller may rely on third parties acting on its behalf to provide technological, administrative, operational, collection, reservation, follow-up, or customer service functions. Such third parties will process personal data only to the extent necessary to perform their functions.

8. Data Retention

Personal data will be retained only for as long as necessary to fulfill the purposes described in this Privacy Notice, as well as to meet legal, tax, contractual, administrative, security, or rights-defense obligations. Upon expiration of the applicable retention period, the data will be securely deleted, blocked, anonymized, or destroyed, as appropriate.

9. Security Measures

The Controller maintains reasonable administrative, technical, and physical security measures to protect personal data against damage, loss, alteration, destruction, or unauthorized access or processing.

10. Security Breaches or Incidents

In the event of a security breach that significantly affects your rights or that must be reported under applicable law, the Controller will notify you through available means of contact as soon as appropriate.

11. ARCO Rights and Withdrawal of Consent

You have the right to access, rectify, cancel, or object to the processing of your personal data, as well as to withdraw your consent where legally permitted.

To exercise any of these rights, you must send a request to contact@amexingexperience.com with the subject line "ARCO Request" or "Withdrawal of Consent," including:

- the full name of the data subject;
- the means by which the response should be communicated;
- a clear description of the right you wish to exercise;
- a clear description of the data to which your request relates;
- in the case of rectification, the requested correction and supporting documentation;
- documents proving identity or legal representation, where applicable.

The Controller will respond within the applicable legal timeframe and, where appropriate, will implement the determination in accordance with current law.

12. Cookies and Similar Technologies

Our website may use cookies and similar technologies to remember preferences, optimize site performance, analyze traffic, and enhance the user experience. You may adjust your browser settings to limit or disable these technologies; however, certain site functions may be affected.

13. Data of Minors

When data of minors is provided in the context of a reservation or service, it will be understood that such data is supplied by a parent, guardian, or authorized representative and will be processed only to the extent necessary to provide the service, manage logistics, ensure safety, or comply with applicable obligations.

14. United States / Texas Residents

If you reside in the United States, including Texas, certain additional rights or disclosures may apply depending on the relevant legislation, the nature of the processing, and whether such legislation is legally applicable to the Controller.

15. Changes to the Privacy Notice

The Controller may modify or update this Privacy Notice to reflect legal, regulatory, operational, or internal changes. Any material change will be published on the official website and, where appropriate, communicated through available means of contact.

16. Consent

By providing us with your personal data through any means—including forms, email, WhatsApp, phone calls, quotes, reservations, or use of the website—you acknowledge that you have read this Privacy Notice and agree to the processing of your data in accordance with its terms, to the extent such consent is required by applicable law.

