

PRIVACY NOTICE FOR USERS, CLIENTS, SHELTERS AND ANIMAL WELFARE INSTITUTIONS, OF SMUFFI PETS:

DEAR CUSER, BY CLICKING THE "NEXT" BUTTON ON THE REGISTER OF THE APP, YOU ACKNOWLEDGE, UNDERSTAND AND FURTHER AGREE, THAT YOU WILL OBSERVE AND BE WILLING TO BE BOUND BY FOLLOWING TERMS AND CONDITIONS, POLITICS, CONDITIONS AND ASPECTS REFERENT TO THE PRIVACY THAT GOVERN THIS SITE:

ACCORDING TO THE PROVISIONS OF THE FEDERAL LAW ON PROTECTION OF PERSONAL DATA IN POSSESSION OF INDIVIDUALS (THE "ACT"), AND IN COMPLIANCE WITH THE OBLIGATION OF SMUFFI PETS, WHICH IS TO SAFEGUARD PERSONAL DATA OF ITS USERS, CUSTOMERS, MEMBERS AND / OR BENEFICIARIES OF ANY PRODUCTS, SERVICES OR MEMBERSHIPS, BELONGING TO THE CONCEPT KNOWN COMMERCIALLY AS SMUFFI PETS, WE MAKE OF YOUR KNOWLEDGE:

1. PERSONAL DATA CONTENT

IN ACCORDANCE WITH THE PROVISIONS OF THE ACT IT IS DEFINED AS "PERSONAL DATA" ANY INFORMATION CONCERNING AN IDENTIFIED OR IDENTIFIABLE INDIVIDUAL. FOR PURPOSES OF THIS PRIVACY NOTICE, INCLUDING BUT NOT LIMITED TO, SHALL BE CONSTRUED AS "PERSONAL DATA".

1.1. GENERAL DATA (NATURAL PERSONS)

NAME (S) AND SURNAME, DATE OF BIRTH, SEX, MARITAL STATUS, PRESENCE OR ABSENCE OF CHILDREN, ADDRESS, TELEPHONE (HOME OR OFFICE), MOBILE PHONE NUMBER, EMAIL, AND OTHER SIMILAR DATA CONCERNING A PERSON.

1.2. DATA RELATING TO APPLICATIONS FOR REGISTRATION FOR LEGAL ENTITIES OR SHELTERS:

TO SMUFFI PETS, IT WILL BE UNDERSTOOD BY LEGAL ENTITY, ESTABLISHED AS SUCH BY UNDER THE LAWS OF THEIR COUNTRY OF ORIGIN AND / OR APPLICABLE INTERNATIONAL TREATIES, THAT DO NOT CONTRAVENE THE MEXICAN LEGISLATION, INCLUDING AMONG THE OTHERS, THOSE WHO ARE CIVIL OR CHARITABLE ASSOCIATIONS, WHICH HAVE AS THEIR OBJECT A SOCIAL LINE, ONE THAT IS CONSISTENT COMPLEMENTARY AND / OR BINDING WITH THE OBJECT AND PURPOSE OF SMUFFI PETS. AS REGARDS LEGAL PERSONS, THE INFORMATION SHALL PROVIDE FOR PROPER REGISTRATION, THROUGH WHOM LEGALLY REPRESENTS THEM, OR A PERSON AUTHORIZED TO DO SO, WILL BE:

NAME OR COMPANY NAME, DENOMINATION OR TRADE NAME, ADDRESS AND FISCAL NAME AND TITLE OF WHO GENERATES THE RECORD OF THE SAME, ACCORDING TO THE GUIDELINES REQUESTED IN THE REGISTRATION FORM PROVIDED BY SMUFFI PETS TO ACCESS YOUR APP.

1.3. SUBSCRIPTIONS AND ONLINE TRANSACTIONS

WE BRING OF YOUR KNOWLEDGE THAT SMUFFI PETS DOES NOT STORE IN ANY WAY, THE DATA OF CREDIT CARDS OR ANY OTHER LINKED TO THIS, SUCH AS CARD NUMBER, CARDHOLDER NAME,

SECURITY CODE, AMONG OTHERS, SO KEEP IN MIND THAT WHEN YOU SIGN UP TO SMUFFI PETS AND WHEN MAKING ANY TRANSACTION TO PURCHASE UPGRADES AND DONATIONS IN ANY OF OUR DIGITAL PLATFORMS (USING MOBILE DEVICES SUCH AS IPHONE®, IPAD®, ANDROID® DEVICES, AMONG OTHERS, AS WELL AS THROUGH WEB SITES AND MICROSITES), WE WILL NOT STORE ANY DATA, AS PAYMENTS FOR GOODS, SERVICES AND / OR GENERATED DONATIONS WILL BE MADE THROUGH PAY PAL AND / OR ITUNES AND / OR GOOGLE PLAY / OPEN PAY, COMPANIES IN THEMSELVES, ARE RESPONSIBLE FOR ONLINE PAYMENTS, IN ADDITION TO HAVE THEIR OWN PRIVACY POLICIES, SO WE SUGGEST YOU READ ABOUT THEM BEFORE USING THIS SERVICE.

1.4. SOCIAL MEDIA

SOCIAL NETWORKS (SUCH AS FACEBOOK®, INSTAGRAM®, TWITTER®, PINTEREST®, GOOGLE + ®,) ARE A PLATFORM FOR COMMUNICATION AND INTERCONNECTION BETWEEN DIFFERENT USERS, THESE ARE INDEPENDENT OF SMUFFI PETS AND THEREFORE NOT UNDER THEIR RESPONSIBILITY. THE INFORMATION YOU PROVIDE WITHIN SOCIAL NETWORKS, WHICH SMUFFI PET IS A USER OF, DOES NOT CONSTITUTE OR FORM PART OF THE PERSONAL DATA SUBJECT TO THE PROTECTION OF THIS PRIVACY POLICY, BEING RESPONSIBLE THE COMPANY PROVIDING THE PLATFORM AND THE ONES WHO PUBLISHING. THE DATA AND INFORMATION REQUIRED BY SMUFFI PETS, WHOSE CUSTODY AND CONFIDENTIALITY WE ARE NOT RESPONSIBLE OF, WILL BE COLLECTED EXCLUSIVELY BY FILLING OUT THE DATA COLLECTION FORMS OR REQUIRED DOCUMENTATION BY SMUFFI PETS, DIRECTLY ON THE APP, OR ELECTRONICALLY, ON EITHER WEBSITES, PRESENT OR FUTURE, SUCH AS WWW.SMUFFIPETS.COM, WWW.SMUFFIPETS.NET, WWW.SMUFFI.COM, WWW.SMUF.FI AMONG OTHERS. ALSO, BE INFORMED THAT BOTH OUR APP AND OUR WEBSITES ALLOW COOKIES IN ORDER TO BRING YOU A BETTER SERVICE. NOTE: THE OWNERSHIP OF THE RIGHTS OF THE WEBSITES MAY CORRESPOND TO "IDEARAMA SA DE CV "OR TO ANY OTHER SOCIETY GROUP THAT BELONGS TO THE CORPORATE KNOWN AS "SMUFFI PETS".

1.5. COOKIES

COOKIES ARE TEXT FILES THAT ARE AUTOMATICALLY DOWNLOADED AND STORED ON A COMPUTER'S HARD DISK BELONGING TO A USER WHEN NAVIGATING IN A PARTICULAR WEBSITE AND WHO ALLOWS THE WEB SERVER TO RECALL SOME OF THE USER DATA. THROUGH THIS PRIVACY POLICY, WE INFORM YOU THAT SMUFFI PETS USES CERTAIN COOKIES, MERELY TO GET INFORMATION REGARDING CITY OF ORIGIN SO, THAT THE NEXT TIME YOU LOG IN TO THE CONSULTATION SITE, THE CITY WILL BE PREVIOUSLY SAVED.

2. PERSON RESPONSIBLE FOR COLLECTING PERSONAL DATA

THE ENTITY RESPONSIBLE FOR COLLECTING AND SAFEGUARDING YOUR PERSONAL DATA (IN THIS EVENT, AS WELL AS PAST AND / OR FUTURE ACTIONS), IS THE LEGAL ENTITY CALLED IDEARAMA SA DE CV. FOR PURPOSES OF THE PROVISIONS OF SECTION I OF ARTICLE 16 OF THE ACT, IT IS DESIGNATED AS DOMICILE IDEARAMA SA DE CV, LOCATED AT: CALLE 31 NÚMERO 211 DEPTO A, X CALLE 8, COLONIA MÉXICO, MÉRIDA YUCATÁN, MÉXICO, CON CÓDIGO POSTAL 97125.

3. TREATMENT OF YOUR PERSONAL DATA

IN ACCORDANCE WITH THE PROVISIONS OF THE LAW, THE PROCESSING OF PERSONAL DATA ("PERSONAL DATA PROCESSING") IS DEFINED AS THE COLLECTION, USE, DISCLOSURE OR STORAGE OF PERSONAL DATA, BY ANY MEANS. THE USE ENCOMPASSES ANY ACTION TO ACCESS, MANAGEMENT, USE, TRANSFER OR DISPOSAL OF PERSONAL DATA. THE PROCESSING OF PERSONAL DATA BY SMUFFI PETS WILL LIMITED TO THE FULFILLMENT OF THE PURPOSES OF TREATMENT, PROVIDED IN THIS PRIVACY NOTICE, AND IS SUBJECT TO THE FOLLOWING:

A) IF IT IS INTENDED TO HANDLE YOUR PERSONAL INFORMATION FOR A DIFFERENT PURPOSE OF THE EXPRESSED ON THIS PRIVACY NOTICE, SMUFFI PETS WILL REQUIRE TO OBTAIN YOUR CONSENT FOR THIS END, EXCEPT THE CASES WHERE THE INFORMATION IS REQUESTED BY ANY AUTHORITY, WHETHER JUDICIAL, ADMINISTRATIVE OR WITH SUFFICIENT FACULTIES.

B) WHICHEVER NECESSARY, APPROPRIATE AND RELEVANT TO THE PURPOSES DESCRIBED IN THIS PRIVACY NOTICE.

4. PURPOSE OF PROCESSING OF PERSONAL DATA

THROUGH THIS PRIVACY NOTICE, SMUFFI PETS STATES THAT THE PURPOSES OF THE PROCESSING OF PERSONAL DATA ("TREATMENT PURPOSES") ARE THE FOLLOWING:

A) COMMERCIAL PURPOSES, WITH THE OBJECTIVE OF PRESENTING YOU SMUFFI PETS COMMERCIAL INFORMATION, SUCH AS TRIVIA, PROMOTIONS, COMPETITIONS, INFORMATION ON NEW PRODUCTS, BIRTHDAY CARDS, ELECTRONIC MAGAZINE, CHANGES IN OUR PRODUCTS, QUALITY SERVICE EVALUATION REQUESTS, TO PERFORM INTERNAL STUDIES ON CONSUMER HABITS AND OTHER ISSUE RELATING TO THE PRODUCTS AND / OR SERVICES THAT ARE PART OF THE CONCEPT COMMERCIALY KNOWN AS SMUFFI PETS.

B) DELIVERY OF PRODUCTS AND COMPLIANCE WITH OBLIGATIONS TO OUR CUSTOMERS, IN CASE OF ACQUIRING DONATION SUBSCRIPTION, UPGRADE, EARN A PRIZE DERIVED FROM A PROMOTION, POINT SWAP, SMUFFI PETS TRIVIA OR SWEEPSTAKES, OR TO COMPLY WITH ANY OBLIGATIONS WE MAY HAVE WITH YOU, WE WILL USE YOUR PERSONAL INFORMATION IN ORDER TO CONTACT OR SEND YOU THE PRODUCTS.

C) RECRUITMENT AND SELECTION OF PERSONNEL, SO THAT THE PERSON REGISTERED IN THE SMUFFI PETS TALENT PROGRAM RECEIVES TIMELY INFORMATION CONCERNING JOB VACANCIES FROM SMUFFI PETS AND ITS AFFILIATES.

5. APPROVAL OF PROCESSING OF PERSONAL DATA

IN ORDER FOR SMUFFI PETS TO CARRY OUT THE PROCESSING OF PERSONAL DATA, CLIENTS AND / OR HOLDERS OF PERSONAL DATA SHOULD GIVE US THE EXPRESS OR TACIT ACCEPTANCE FOR SUCH TREATMENT, WHICH IS DEEMED TO BE GRANTED ANY OF THE FOLLOWING CASES:

5.1. ACCEPTANCE THROUGH ELECTRONIC MEANS

A) PUBLICATION ON SMUFFI PETS WEBSITES

SMUFFI PETS WILL PUBLISH ON THE WEBSITES THE PRESENT PRIVACY POLICY, SO THAT, ONCE KNOWING ABOUT ITS CONTENTS, YOU MAY GRANT OR DENY YOUR CONSENT, SO THAT SMUFFI PETS TO CARRY OUT THE PROCESSING OF YOUR PERSONAL DATA. THIS ALSO PROCEEDS IN THE EVENT THAT, FOR ANY REASON, SMUFFI PETS DOES NOT HAVE YOUR EMAIL ADDRESS, OR IF YOUR PERSONAL DETAILS ARE INCORRECT OR ARE OBSOLETE AND DO NOT ALLOW US TO REACH YOU. FOR PURPOSES OF THE ABOVE, IT WILL BE UNDERSTOOD YOU HAVE GRANTED YOUR CONSENT, SIMPLY BY ACCEPTING THIS PRIVACY POLICY, BY CLICKING THE "NEXT" BUTTON, AND WILL BE REPEATED BY YOUR USE OF THE SMUFFI PET APPLICATION.

5.2. ACCEPTANCE OR REJECTION OF THE PRIVACY NOTICE VIA ELECTRONIC MEDIA

ACCEPTANCE OR REJECTION OF SMUFFI PETS PRIVACY NOTICE BY ELECTRONIC MEDIA MEANS WILL RESULT AS FOLLOWS:

A) WHEN YOU CREATE YOUR ACCOUNT ON THE SYSTEM, WHICHEVER VERSION OF THE APP OR THE WEB'S IT IS, SMUFFI PETS WILL SEND YOU AN E-MAIL TO THE ADDRESS YOU HAVE REGISTERED UNDER YOUR NAME, A CONFIRMATION LINK OF THE ACCOUNT CREATED WITH THE FOLLOWING INFORMATION, IN AN EXPOSITORY AND NO-LIMITATIVE WAY.

- THE STATEMENT THAT THERE IS A PRIVACY NOTICE ON BEHALF OF SMUFFI PETS, OR MODIFICATIONS OR CHANGES MADE TO IT, WHEN APPROPRIATE.

- AN ELECTRONIC LINK TO ACCESS THE PRIVACY NOTICE AND WHERE APPROPRIATE, UPDATES OR ADJUSTMENTS MADE TO IT.

B) ONCE YOU'VE READ AND YOU'RE AWARE OF THE CONTENTS OF THE PRIVACY POLICY OR, OF THE CHANGES WHICH HAVE BEEN MADE, YOU HAVE THE FOLLOWING OPTIONS:

- ACCEPT. BY YOUR ACCEPTANCE, YOU GRANT CONSENT AND AUTHORIZATION FOR SMUFFI PETS TO USE YOUR PERSONAL DATA ACCORDING TO THE PROCESSING PURPOSES SET OUT IN THE PRIVACY NOTICE.

- NOT ACCEPT. WHEN YOU DO NOT ACCEPT THE CONTENT OF THIS PRIVACY POLICY OR ITS MODIFICATIONS, YOU CANCEL YOUR CONSENT AND AUTHORIZATION FOR SMUFFI PETS TO USE YOUR PERSONAL DATA; IN THIS CASE, LET US INFORM YOU THAT YOU WILL NOT BE ALLOWED TO USE OUR APP OR WEBSITE, GIVEN THE NATURE OF OUR SERVICE. ALSO, SMUFFI PETS WILL CANCEL AND CEASES TO USE YOUR PERSONAL DATA FOR THE PURPOSES OF PROCESSING SET OUT IN THE PRIVACY NOTICE.

5.3. TACIT ACCEPTANCE

BASED ON THE PROVISIONS OF ARTICLE 35 OF THE LAW, THE CONTENTS OF THIS PRIVACY NOTICE AND ANY AMENDMENT OR ADDITION THERETO, WILL BE RELEASED BY ANY OF THE MEANS SET OUT IN PARAGRAPHS 5.1. AND 5.2. FOREGOING, AND IF YOU DO NOT MANIFEST OPPOSITION TO THE CONTENT AND REACH THEREOF, WITHIN A PERIOD OF 30 DAYS, COUNTING FROM THE DATE ON WHICH YOU SMUFFI PETS INFORMS YOU OF THE PRIVACY NOTICE OR AMENDMENTS, IT WILL BE UNDERSTOOD THAT THE YOU HAVE CONSENTED TO THE PROCESSING OF DATA BY SMUFFI PETS, BASED ON THE PURPOSES OF PROCESSING SET OUT IN THE PRIVACY NOTICE. SIMILARLY, SINCE THE USE OF OUR SMUFFI PETS APP AND WEBSITE REQUIRES YOUR PRIOR REGISTRATION IN ORDER TO BE PART OF OUR COMMUNITY, AND GIVEN THAT DURING THE RESPECTIVE REGISTRATION, YOU WILL BE RELEASED THIS PRIVACY NOTICE, AND THE AMENDMENTS IT MAY UNDERGO, AS WELL AS THE FACT THAT IT WILL BE AVAILABLE AT ALL TIMES, ON BOTH OPTIONS, THE SIMPLE USE OF OUR APP OR WEBSITE, AS REGISTERED USER OR CUSTOMER, IT WILL BE ASSUMED THAT YOU ACCEPT THIS PRIVACY NOTICE AND THE CHANGES THAT HAVE BEEN MADE OVER PREVIOUS VERSIONS.

5.4. RETROSPECTIVE ACCEPTANCE

FOR ALL OUR CLIENTS AND / OR USERS, WHO HAVE PROVIDED THEIR PERSONAL DATA PREVIOUS TO THE NOTIFICATION OR PUBLICATION OF THIS PRIVACY NOTICE, WE, EITHER BY FILLING THE MEMBERSHIP FORMS, SMUFFI PETS PRODUCTS AND / OR SERVICES AND / OR ENROLLMENT IN THE SMUFFI PETS TALENT PROGRAM, OR ANY OTHER FORM OR MEAN, WILL BE GIVEN TO KNOW THE PRIVACY POLICY, AS SET OUT IN PARAGRAPHS 5.1. AND 5.2. FOREGOING, SO THAT THEY GRANT OR REFUSE CONSENT (EXPRESS OR IMPLIED) IN ORDER FOR SMUFFI PETS TO CONTINUE CARRYING OUT THE PROCESSING OF PERSONAL DATA, BASED ON THE PURPOSES OF PROCESSING SET OUT IN THE PRIVACY NOTICE.

6. LIMITING THE USE OR DISCLOSURE OF YOUR PERSONAL DATA

6.1. ACTIONS TO PREVENT UNAUTHORIZED USE OR DISCLOSURE

IN ORDER TO ENSURE THE PROTECTION OF YOUR PERSONAL DATA AND LIMIT THE UNAUTHORIZED USE OR DISCLOSURE THEREOF, SMUFFI PETS PERFORMS WILL CONTINUOUSLY PERFORM THE FOLLOWING ACTIONS:

A) CONFIDENTIALITY OF INFORMATION. SMUFFI PETS KEEP CONFIDENTIALITY OF YOUR PERSONAL DATA COLLECTED; SAME THAT WILL REMAIN PRESENT EVEN AFTER COMPLETING THEIR COMMERCIAL RELATIONS WITH THE CLIENT OR HOLDER OF SUCH PERSONAL DATA.

B) NOTICE OF CONFIDENTIALITY. IF, FOR SOME REASON, SMUFFI PETS IS FACED WITH THE NEED TO PROVIDE YOUR PERSONAL INFORMATION TO THIRD PARTIES (IN THE TERMS PROVIDED IN THE ACT OR IN THIS PRIVACY POLICY), WILL NOTIFY THE THIRD PARTIES, OF THE OBLIGATION TO COMPLY WITH THE PROVISIONS OF LAW AND CONFIDENTIALITY OF YOUR PERSONAL DATA.

C) ADMINISTRATION DATABASES. PERSONAL DATA IS MANAGED AND PROTECTED THROUGH THE USE OF DATABASES ("DATABASE"), WHICH ARE ADMINISTERED SOLELY BY PERSONS DESIGNATED BY SMUFFI PETS FOR SUCH PURPOSE, WITHOUT PERMITTING ITS USE, CONSULTATION, MANAGEMENT OR ACCESS IS TO UNAUTHORIZED PERSONS.

D) COMPUTER SYSTEMS AND INFORMATION TECHNOLOGY. OUR DATABASES ARE PROTECTED BY FIREWALLS AND COMPUTER SYSTEMS AIMED AT PREVENTING AND AVOIDING OUTSIDERS OR UNAUTHORIZED PEOPLE ACCESS TO YOUR PERSONAL DATA; IN CONSEQUENCE, WE WILL DO OUR BEST STAY UPDATED AND AHEAD ON THESE ISSUES, HOWEVER, ON THE UNDERSTANDING OF THE CONSTANT DEVELOPMENT AND DELIVERY OF NEW TECHNOLOGIES, WE REMIND YOU THAT WE ARE NOT INFALLIBLE AND THAT THERE IS A LATENT RISK THAT OUR SERVERS AND / OR BASE DATA MAY BE ATTACKED BY HACKERS, VIRUSES OR OTHER MALICIOUS SOFTWARE, IF SO WE WILL DO EVERYTHING IN OUR POWER TO GIVE PROMPT SOLUTION TO THE EVENT, HOWEVER YOU MANIFEST KNOWLEDGE THAT, ACCORDING TO OUR TERMS OF USE, WE WILL NOT BE LIABLE FOR SUCH ATTACKS, AND THEIR CONSEQUENCES, AND IN ANY CASE YOU ABIDE TO THE PROVISIONS OF THE ABOVE MENTIONED TERMS OF USE WITH RESPECT TO THE LIABILITY THAT MIGHT BE INCURRED, THE MAXIMUM AMOUNT IN DAMAGES, AND IN RELATION TO THE CONFLICT RESOLUTION PROCESSES.

6.2. REQUEST FOR RESTRICTIONS ON USE AND DISCLOSURES

IF YOU WANT TO LIMIT THE USE OR DISCLOSURE OF YOUR PERSONAL DATA IN RELATION TO ONE OR MORE OF THE PURPOSES OF PROCESSING OF PERSONAL DATA (E.G. MAILINGS, BIRTHDAY GREETINGS, JOBS, AWARDS, AMONG OTHERS), YOU CAN SEND THE RELEVANT APPLICATION PROCEDURE STABLISHED IN PARAGRAPH 7 OF THIS PRIVACY POLICY, OR BY ACCESSING THE LINKS WHICH WILL BE LOADED ON SMUFFI PETS OR ANY OF THE PROMOTIONAL INFORMATION SENT.

7. RIGHTS OF ACCESS, RECTIFICATION, CANCELLATION AND OPPOSITION

ACCORDING TO THE PROVISIONS OF THE ACT, YOU HAVE THE RIGHT TO ACCESS, MODIFY, CANCEL OR OPPOSE THE PROCESSING OF YOUR PERSONAL DATA, FOR WHICH SMUFFI PETS PROVIDES THE FOLLOWING:

7.1. DEPARTMENT OF PERSONAL DATA

SMUFFI PETS HAS APPOINTED A DEPARTMENT IN CHARGE OF THE CUSTODY OF THE PERSONAL DATA ("DEPARTMENT OF PERSONAL DATA"), WHICH WILL PROCESS YOUR REQUESTS AND PROMOTE THE PROTECTION OF PERSONAL DATA WITHIN SMUFFI PETS, THE DEPARTMENT OF PERSONAL DATA PROVIDES YOU WITH THE FOLLOWING FORMS OF CONTACT, INFORMATION RECEPTION AND RELATED DOCUMENTATION:

- EMAIL: SUPPORT@SMUFFIPETS.COM

- ADDRESS: CALLE 31 # 211 APARTMENT A, X 8 COLONIA MEXICO, MERIDA YUCATAN MEXICO.

ATTENTION: DEPARTMENT OF PERSONAL DATA.

7.2. REQUEST FOR ACCESS, RECTIFICATION, CANCELLATION AND OPPOSITION

IN YOUR CAPACITY AS HOLDER OF PERSONAL DATA, YOU CAN SUBMIT OR SEND TO THE DEPARTMENT OF PERSONAL DATA, A REQUEST FOR ACCESS, RECTIFICATION, CANCELLATION AND OPPOSITION REGARDING YOUR PERSONAL DATA.

THE REQUEST MUST CONTAIN AT LEAST:

- FULL NAME AND ADDRESS OF THE OWNER OF THE PERSONAL DATA, OR OTHER MEANS FOR RESPONDING TO THE REQUEST.

- DOCUMENTS PROVING THE IDENTITY OR THE LEGAL REPRESENTATION OF THE PERSONAL DATA HOLDER.

- CLEAR AND PRECISE DESCRIPTION OF PERSONAL DATA FOR WHICH IT SEEKS TO EXERCISE ANY OF THE ABOVE RIGHTS.

- ANY OTHER ITEM OR DOCUMENT THAT FACILITATES THE LOCATION OF PERSONAL DATA.

- INDICATE THE MODIFICATIONS TO BE MADE AND / OR LIMITATIONS ON THE USE OF PERSONAL DATA, AS PROVIDED IN PARAGRAPH 6.2. OF THIS PRIVACY NOTICE.

- PROVIDE DOCUMENTATION TO SUPPORT YOUR REQUEST.

7.3. RESOLUTION AND COMMUNICATION

SMUFFI PETS WILL NOTIFY THE HOLDER OF PERSONAL DATA CONCERNING THE ADOPTED DETERMINATION, WITHIN A PERIOD NOT EXCEEDING 30 WORKING DAYS FROM THE DATE THE REQUEST WAS RECEIVED. THIS PERIOD MAY BE EXTENDED BY SMUFFI PETS, FOR ONE TIME ONLY, FOR AN EQUAL PERIOD, AS LONG AS WARRANTED BY THE CIRCUMSTANCES. BASED ON THE FOREGOING, AND IN ACCORDANCE WITH THE PROVISIONS OF THE ACT, SMUFFI PETS WILL INFORM THE HOLDER OF PERSONAL DATA, THE SENSE AND MOTIVATION OF THE RESOLUTION, BY THE SAME MEANS BY WHICH THE APPLICATION IS CARRIED OUT, AND WILL ACCOMPANY THIS RESOLUTION WITH THE RELEVANT EVIDENCE, IF ANY.

WHEN THE APPLICATION IS APPROPRIATE, IT WILL TAKE EFFECT WITHIN 15 WORKING DAYS OF THE COMMUNICATION CONCERNING THE DECISION TAKEN.

THE HOLDER MAY FILE AN APPLICATION WITH THE FEDERAL INSTITUTE OF ACCESS TO PUBLIC INFORMATION (IFAI) REGARDING PROTECTION OF DATA, CONCERNING THE RECEIVED RESPONSE OR LACK OF IT ON BEHALF OF SMUFFI PETS. SUCH REQUEST MUST BE SUBMITTED BY THE HOLDER, WITHIN 15 WORKING DAYS OF THE DATE ON WHICH THE RESPONSE HAS BEEN COMMUNICATED BY SMUFFI PETS, AND WILL BE SUBJECT TO THE PROVISIONS OF LAW.

IN CASE OF REQUESTS FOR ACCESS PERSONAL DATA, IT WILL BE REQUIRED THAT THE APPLICANT OR HIS LEGAL REPRESENTATIVE PREVIOUSLY PROVES THEIR IDENTITY.

THE OBLIGATION OF ACCESS TO INFORMATION WILL BE MET WHEN SMUFFI PETS MAKES THE HOLDER'S PERSONAL DATA AVAILABLE, OR THROUGH THE ISSUE OF SINGLE COPIES OR ELECTRONIC DOCUMENTS.

IN THE EVENT THAT A PERSON REQUESTS SMUFFI PETS, ACCESS TO YOUR PERSONAL DATA, CLAIMING THEY ARE THE RESPONSIBLE INDIVIDUAL AND IT ARISES THEY ARE NOT, WILL BE ENOUGH FOR THE DATA HOLDER TO INDICATE THROUGH ANY MEANS (FROM THOSE IN THIS SECTION) FOR SMUFFI PETS TO DISMISS SUCH REQUEST.

THE RESPONSE TO YOUR REQUEST FOR ACCESS, RECTIFICATION, CANCELLATION AND OPPOSITION OF PERSONAL DATA, WILL BE FREE OF CHARGE. YOU SHOULD ONLY COVER JUSTIFIED SHIPPING COSTS OR THE COST OF REPRODUCTION IN COPIES OR OTHER FORMATS, ALL OF WHICH BE NOTIFIED BY SMUFFI PETS.

IF THE SAME PERSON REITERATES THE REQUEST FOR ACCESS, RECTIFICATION, CANCELLATION AND OPPOSITION OF PERSONAL DATA, IN LESS THAN 12 MONTHS, COUNTED FROM THE DATE OF THE LAST REQUEST, THE RESPONSE TO THE REQUEST MAY COME AT A COST, DETERMINED BY SMUFFI PETS, ACCORDING TO THE PROVISIONS OF ARTICLE 35 OF THE ACT.

7.4. REFUSAL TO ACCESS PERSONAL DATA

SMUFFI PETS MAY DENY ALL OR PARTIAL ACCESS TO THE PERSONAL DATA, OR PERFORMING RECTIFICATION, CANCELLATION AND OPPOSITION TO THE PROCESSING THEREOF, IN THE FOLLOWING CASES:

- WHEN THE APPLICANT IS NOT THE HOLDER OR THE LEGAL REPRESENTATIVE IS NOT ACCREDITED FOR IT.
- WHEN THE DATABASE SMUFFI PETS, ARE NOT PERSONAL DATA OF THE APPLICANT.
- WHEN THE RIGHTS OF A THIRD PARTY BEING INJURED.
- WHEN THERE IS A LEGAL IMPEDIMENT OR RESOLUTION AUTHORITY.
- WHEN THE RECTIFICATION, CANCELLATION OR OPPOSITION HAS BEEN PREVIOUSLY DONE, SO THAT THE APPLICATION LACKS MATTER.

7.5. CONSEQUENCES OF CANCELLATION

CANCELLATION OF PERSONAL DATA, WILL LEAD TO A LOCKOUT PERIOD AFTER WHICH SMUFFI PETS WILL PROCEED TO THE ABOLITION OF THE DATA. ONCE CANCELED THE CORRESPONDING PERSONAL DATA, SMUFFI PETS WILL GIVE NOTICE TO THE OWNER. AFTERWARDS, SMUFFI PETS MAY RETAIN PERSONAL DATA EXCLUSIVELY FOR PURPOSES OF THE RESPONSIBILITIES DERIVED FROM THE TREATMENT REFERRED TO THE NOTICE OF ADVERTISING.

WHEN THE PERSONAL DATA HAS BEEN TRANSMITTED TO THIRD PARTIES PRIOR TO THE CORRECTION OR DELETION AND TREATED BY SUCH THIRD PARTIES, SMUFFI PETS MUST BRING TO YOUR ATTENTION THE REQUEST MADE BY THE HOLDER, TO PROCEED IN ORDER TO MAKE SUCH CORRECTIONS OR CANCELLATIONS.

SMUFFI PETS ARE NOT OBLIGED TO CANCEL YOUR PERSONAL DATA, IN THE CASE OF THE ASSUMPTIONS SET OUT IN ARTICLE 26 OF THE ACT.

ALSO, WHEN THE INFORMATION GATHERED FROM THE PERSONAL DATA IS NO LONGER NECESSARY TO FULFILL THE PURPOSES SET OUT IN THIS PRIVACY NOTICE AND THE APPLICABLE LEGAL PROVISIONS, YOUR PERSONAL DATA WILL BE DELETED FROM THE DATABASES OF SMUFFI PETS.

8. CHANGES TO THE PRIVACY NOTICE

SMUFFI PETS RESERVES THE RIGHT TO MAKE CHANGES AT ANY TIME OR UPDATE THIS PRIVACY POLICY TO THE ATTENTION OF LEGISLATIVE FEATURES, INTERNAL POLICIES, NEW REQUIREMENTS FOR PROVIDING OR OFFERING OUR SERVICES OR PRODUCTS AND MARKET PRACTICES.

THEREFORE, IN CASE SMUFFI PETS HAPPEN TO MODIFY THE CONTENTS OF THIS PRIVACY NOTICE, YOU WILL BE INFORMED THROUGH ANY OF THE MEANS PROVIDED IN PARAGRAPH 5 OF THIS NOTICE.

THIS PRIVACY POLICY WAS LAST UPDATED ON NOVEMBER 1, 2015.

SHOULD SMUFFI PETS HAPPEN TO SHARE YOUR PERSONAL DATA TO ONE OF ITS SUPPLIERS, IN ORDER TO CARRY OUT THE PURPOSES OF THE PROCESSING, STABLISHED IN THIS PRIVACY NOTICE, IT WILL IN PRIOR CONCLUSION OF CONFIDENTIALITY AGREEMENTS, AND AS LONG AS (I) THE SUPPLIER OR PERSON TRANSMITTED TO, ACCEPTS TO SUMMIT THE PROCESSING OF PERSONAL TO THIS PRIVACY NOTICE INFORMATION, AND (II) DOES NOT INVOLVE ANY OF THE CIRCUMSTANCES SET OUT IN ARTICLE 37 OF LAW.

IF YOU DO NOT EXPRESS YOUR OPPOSITION TO YOUR PERSONAL DATA BEING TRANSFERRED TO THIRD PARTIES, IT WILL BE DEEMED TO HAVE GRANTED SMUFFI PETS YOUR CONSENT.

FINAL THOUGHTS – INFORMATIVE CHARACTER OF THIS DOCUMENT

THE CONTENT OF THIS PRIVACY NOTICE IS INFORMATIVE, AND AIMS TO MAKE YOU AWARE OF OUR PRIVACY POLICY, SO YOU ARE INFORMED ON HOW YOUR PERSONAL DATA WILL BE HANDLED, AS WELL AS LEGAL PROTECTION FOR THIS PURPOSE. SINCE THIS PRIVACY NOTICE MAY BE SUBJECT TO CHANGE AND REGULAR UPDATES, WE HIGHLY SUGGEST TO CONSTANTLY REVISING IT.