



PRIVACY STATEMENT TIENDAS TRES B, S.A. DE C.V.

In accordance with the provisions of the Federal Law on the Protection of Personal Data held by Private Individuals (hereafter "Law"), this Privacy Statement (hereafter "Statement") is issued on the following terms:

I. "Responsible Party" of the Personal Data

For the purposes of this Statement, Tiendas Tres B, S.A. de C.V. (hereafter "Responsible Party"), with registered office at Río Danubio number 51, floor 2, Cuauhtémoc, Cuauhtémoc, 06500, in Mexico City; is "Responsible Party" for the collection, disclosure, storage, use, handling, sharing, transfer or disposal of personal data, namely, of the Processing of your data.

II. Processing of Personal Data

The processing of the personal data you provide us with, such as: (1) identification data, such as: full name, home address, data of birth, nationality, occupation, telephone number(s), e-mail, social security number, Unique Population Registry Key (CURP in Spanish) and Federal Taxpayers Registry (RFC in Spanish), marital status; (2) educational background, relating to your academic background, degree of preparation and specialization; (3) employment data, regarding your experience, training, specialization and work performance; and (4) sensitive personal data collected by the "Responsible Party", such as medical questionnaires with conditions or diseases, medical history of family members with conditions and deceases, analyses, credit and/or banking history, sexual preference, political and religious beliefs, are used for risk identification in contracting, new designs or product improvements, market researches. Unless you provide otherwise through the means described in this Statement; aforementioned information is intended to evaluate and contract you as a supplier, customer and/or employee. In addition, the following purposes are necessary for the processing of your data.

Supplier: for the analysis and development of new services, types and channels of distribution, and in general, purposes related to the productive and marketing improvement of Tiendas Tres B, S.A. de C.V.

Customers: attention and response to your requests, complaints and comments; as well as to make statistical reports (monitoring) of people on the Internet Portal, as well as in Offices and Distribution Centers, that is, for the analysis and development of new products.

Employee: place the candidate in the best job position according to his/her profile, verify whether the candidate is viable to fill the vacancy offered by the company according to the corresponding job description and the candidate's profile, have sufficient data for the recruitment of the candidate and use his/her data for strictly employment purposes and provide employment (candidates), if the candidate is not suitable for the offered vacancy, as a part of the procedure his/her data will also be sent to other companies in order to place him in a suitable job. In addition, the data you provide may be processed to:

- a. Inform him/her of new products, or improved products, as well as discounts, offers, market surveys, draws, and in general, advertising derived from the service and products offered by Tiendas Tres B, S.A. de C.V.; and,
- b. Fulfill legal requirements coming from competent authorities.
- c.

If the owner "opposes" the processing of his information or part of it, he can contact the Personal Data Protection Officer of Tiendas Tres B, S.A. de C.V. at Río Danubio number 51, floor 2, Cuauhtémoc, Cuauhtémoc, 06500, in Mexico City, expressing his/her refusal to process his/her personal data, except where such processing is indispensable for the continuation of the legal employment relationship between the company and the owner. For cases where personal data is obtained indirectly, i.e. through the internet portal, the owner has 5 days to express his/her refusal of his/her data processing for purposes that are neither necessary nor gave rise to the legal relationship with the responsible person.

III. Limitation of Use and Disclosure

The "Responsible Party" will maintain in strict confidentiality the personal data that you as owner provide and will implement the necessary security measures to safeguard them, being prohibited its illicit disclosure and limiting its use to third parties.



IV. Means for the Exercise of the Owner's Rights

According to the "Law" and with this Privacy Statement, as the Owner of personal data, you may exercise your rights of access, rectification, cancellation and opposition (ARCO), as well as limiting the use, disclosure or revocation of such data, as of 6th of January of 2012, in person or by mail at the address already mentioned at the beginning of this Statement, the means of reproduction available to the owner to exercise his/her ARCO rights are: single copies and in electronic format; by written request¹ containing:

- a. Full name of the owner of the personal data, address and e-mail account in order to communicate the answer to your request.
- b. Documents accrediting identity (passport, voter's card issued by the IFE (Federal Electoral Institute) and/or professional identity card); and, if applicable, those accrediting the legal representation of the owner, such as Letter of Attorney, Power of Attorney, etc.
- c. Any other element or document that facilitates the location of personal data.
- d. For the request of rectification of personal data, in addition to the above, the owner must indicate the changes to be made, as well as provide documentation and evidence to support his/her query.

If the application was sent by post, the owner must request confirmation of receipt by e-mail datospersonales@tiendas3b.com, or, by telephone to 01 (55) 1102 1200 at extension 236.

Once the owner submits his/her request in person, and the request is received, the Responsible Party will have 20 working days to issue a resolution, which will be notified to him/her according to the means preferred by the owner and which are set out in the application. If the "Responsible Party" issues a resolution qualified as appropriate, either totally or partially, within a term of 15 working days said resolution will be adopted, that is to say, the necessary measures will be taken to comply with the exercise of the owner's rights.

The terms indicated in the previous paragraph may be extended only once for equal periods when necessary, so in this case the "Responsible Party" must notify the owner by the means established in the application. Exercise of ARCO rights shall be carried free of charge, however, if you repeat your request within a period of less than twelve months, the costs shall be an amount equal to three days General Minimum Wage in Force in Mexico City, plus Value Added Tax, unless there are substantial changes to the Privacy Statement which cause new Requests to Exercise Rights. You must cover the justified expenses of shipping or the cost of reproduction in copies, compact discs or other formats.

V. Transfer of Personal Data

The "Responsible Party" will transfer the personal data you provide to:

- a. Business partners, affiliates and subsidiaries of Tiendas Tres B, S.A. de C.V. on international level, in order to participate in surveys, market studies and new products of Tiendas Tres B.
- b. Third party service providers for the fulfillment of legal obligations acquired by the "Responsible Party" and/or by its affiliates.
- c. Third party providers such services as research, data analysis, and/or those third parties to whom the owner expressly authorizes the transfer of information (personal and/or work references).

In case the owner provides his/her personal data with the purpose of participating in the recruitment and selection, that is, to apply for any job vacancy in Tiendas Tres B, S.A. de C.V. and/or its affiliates, subsidiaries and/or business partners, the owner must express its consent to, if not contracted, the "Responsible Party" transfers your personal data to third parties seeking similar positions. Such consent shall be indicated by the owner in the final part of this statement.

VI. Modification of the Privacy Statement

The "Responsible Party" reserves the right to make changes or updates to this Privacy Statement at any time, on the understanding that any modification to it will be notified to you by e-mail provided by the owner of the personal data, and/or on www.tiendas3b.com website.

¹ Visit www.tiendas3b.com to obtain the application form and necessary requirements