

PRIVACY POLICY

OUR PRIVACY POLICY

ABOUT US? We are Tequila Tezcazul® and we treat your personal data with great responsibility so that you are safe. This means that we take care of taking care of and storing the data that is used within our website <https://tezcazul.com/>

FOR WHAT AND WHY DO WE USE YOUR DATA? We use your data to answer your questions, doubts, contact, purchases, suggestions and to offer you promotions related to your tastes.

WITH WHOM DO WE SHARE YOUR DATA? We will share your data with service providers that help or support us, whether internal or external to <https://tezcazul.com/>, in order to offer you a unique and satisfactory experience. As an example, our digital marketing partners, the parcel that will carry your purchases with you.

YOUR RIGHTS. You have the right to access, rectify or delete your personal data. In some cases, you also have other rights, for example, to object to our use of your data, as we explain in detail below. You can edit or consult your data at <https://tezcazul.com/> by entering with your e-mail and password.

We invite you to read our full Privacy Policy below to understand in detail the use that we will make of your personal data and the rights you have in relation to them.

BEFORE STARTING...

In this Privacy Policy you will find all the relevant information that applies to the use of personal data of all our clients and users, regardless of the means you use to interact with us.

We are transparent about what we do with your personal data and if you have any questions even after reading this privacy notice, you can send your question to contact@tezcazul.com or by phone at 3314315404 This Privacy Policy is for: Website <https://tezcazul.com/> or digital platforms linked to Tequila Tezcazul® and the emails you send to the emails belonging to the <https://tezcazul.com/> account

WHO IS RESPONSIBLE FOR THE TREATMENT OF YOUR DATA? The person responsible for the processing of your data is:

TEQUILA TEZCAZUL® Postal address: Los Gatos, California, USA, The email of the delegate for the Protection of your data: contacto@tezcazul.com

FOR WHAT PURPOSE DO WE TREAT YOUR PERSONAL DATA? Depending on where you enter your data on our website, we ask you either to purchase the products, to register in our sweepstakes or to enjoy some services or functionalities that you want to be part of:

Your identity data (for example, your name, surname, language and town from which you interact with us, age, gender and other contact information);

Information to make transactions (for example, information you provide us about your purchase contact, contact, returns, etc.); Connection data, and navigation.

Remember that when we ask you to fill in your personal data to give you access to any functionality or service on our page <https://tezcazul.com/>, we will mark some fields as mandatory, since they are data that we need to be able to provide the service or give you access to the functionality in question. Please bear in mind that if you decide not to provide us with this information, you may not be able to enjoy these services or functionalities.

We will process your personal data for the following purposes:

PURPOSE Essential information that we require of you

1. To meet the requests or requests that you make through the Contact, Customer Service and Subscriptions channels We only process personal data that is strictly necessary to manage or resolve your request or request.
2. Usability analysis If you access our website <https://tezcazul.com/>, we inform you that we will treat your browsing data for analytical and statistical purposes, that is, to understand the way in which users interact with our page and thus be able to introduce improvements in it, as well as to attend to the suggestions for improvement that as a user you can send us.

WHAT IS THE LEGITIMATION FOR THE PROCESSING OF YOUR DATA?

The legal basis that allows us to process your personal data also depends on the purpose for which we process it, as explained in the following table:

Purpose Legitimation

1. Contact and Customer Service We consider that we have a legitimate interest to attend to the requests or queries that you put to us through the various existing means of contact. We understand that the processing of this data is also beneficial for you insofar as it allows us to be able to assist you properly and resolve the queries raised.
2. Usability analysis We consider that we have a legitimate interest to analyze the usability of the Website and the degree of user satisfaction since we understand that the processing of this data is also beneficial for you because the purpose is to improve the user experience and offer a higher quality service, as well as respond to the suggestions that you send us.

HOW LONG WILL WE KEEP YOUR DATA?

The term of conservation of your data will depend on the purposes for which we treat them, as explained below:

Purpose Conservation period

1. Contact and Customer Service We will process your data for as long as necessary to attend to your request or request.
2. Usability analysis We will process your data for as long as necessary to carry out actions that benefit you in the use of our website.

Regardless of whether we process your data for the time strictly necessary to fulfill the corresponding purpose, we will keep it properly and protect it for a maximum period of 5 years or as long as responsibilities arising from any treatment or process that has not been completed may arise. Once the possible actions or the 5 years expire, we will proceed to delete the personal data.

WILL WE SHARE YOUR DATA WITH THIRD PARTIES?

To fulfill the purposes indicated in this Privacy Policy, it is necessary that we give access to your personal data to people or departments within our company and to third parties that provide us with support in the services we offer you, such as:

Technology service providers.

Service providers related to customer service.

Due to the efficiency of the service, some of the aforementioned providers are located in territories outside of Mexico. In such cases, we inform you that we transfer your data with adequate guarantees and always keeping the security of your data:

Some providers are certified in Privacy Shield, a certification that you can consult at the following link: <https://www.privacyshield.gov/welcome>

With other providers we have signed Contractual Confidentiality Clauses whose content you can request by e-mail: contact@tezcazul.com

WHAT ARE YOUR RIGHTS WHEN YOU PROVIDE US WITH YOUR DATA?

We undertake to respect the confidentiality of your personal data and to guarantee the exercise of your rights described above. To make use of them, you can do so at no cost by writing an email to our address contacto@tezcazul.com, simply indicating the reason for your request and the right you want to exercise. In case we consider it necessary to be able to identify you, we may request a copy of a document that proves your identity

In particular, regardless of the purpose or the legal basis by virtue of which we process your data, you have the right to:

Ask us for access to the data we have about you.

Ask us to rectify the data we already have. In any case, keep in mind that, by actively providing us with your personal data by any means, you guarantee that they are true and accurate and you agree to notify us of any changes or modifications to them. Any loss or damage caused to the website or to the person responsible for the website or to any third party due to a communication of erroneous, inaccurate or incomplete information in the contact or registration forms, will be the sole responsibility of the user. Please remember that as a general rule you should only provide us with your own personal data, not those of third parties.

Ask us to delete your data to the extent that it is no longer necessary for the purpose for which we need to process it.

Ask us to limit the processing of your data, which means that in certain cases you can ask us to temporarily suspend the processing of the data or to keep it beyond the necessary time when you may need it.

Additionally, when the processing of your data is based on our legitimate interest, you will also have the right to oppose the processing of your data.

Finally, we inform you of your right to file a claim or complaint with the National Institute of Transparency, Access to Information and Protection of Personal Data, in particular, by sending your complaint to the email denuncia@inai.org.mx

CHANGES TO THE PRIVACY POLICY

We may modify the information contained in this Privacy Policy when we deem it appropriate. If we do, we will notify you in different ways through the Platform (for example, through a banner or a pop-up).

INFORMATION ABOUT YOUR NAVIGATION

We use cookies and similar devices to facilitate your navigation on the Website, as well as to know how you interact with <https://tezcazul.com/> and, in certain cases, to be able to show you advertising based on your browsing habits.