

PRIVACY NOTICE

"MINI Content Club" Dynamics

I. Responsible for the protection of your personal data

BMW de México, S. A. de C. V. (BMW México), with domicile at Av. Javier Barros Sierra 495, 14th floor, office 1401, Park Plaza III, Colonia Santa Fe, C.P. 01376, Alcaldía Álvaro Obregón, Mexico City, is responsible for the processing of your personal data in terms of the Protection of Personal Data under Possession of Private Parties Federal Law (LFPDPPP).

II. Purpose of the processing and personal data collected

The general personal data of the participants (name, country of residence, social media users and official identification) collected directly within the "MINI Content Club" dynamic, will be used for the following essential purposes: to identify and register the participants of the dynamic; verify that they comply with the requirements established in the rules; select the winners and contact them to coordinate the delivery of their prize through the BMW Importer in their country, in compliance with the rules of the dynamic. This information will not be used for marketing and commercial prospecting purposes.

Use of images

BMW Mexico does not require that the videos submitted by participants include identifiable persons, but in the event that the materials submitted for the "MINI Content Club" contest contain images of third parties (persons other than the participant who are identifiable), the participants guarantee that they have the authorization of the same or their legal representative for the use of their image in terms of this Privacy Notice and the Legal Bases of the "MINI Content Club" contest. The videos will be used to evaluate and select the winners, likewise, BMW Mexico may use, print, reproduce and publish the image(s) of the identifiable persons that appear in the videos sent by the participants and/or winners of this dynamic, in printed and electronic media (websites, social media and blogs), newsletters, photographic memories and publications, in all its manifestations, their interpretations or executions, editions, broadcasts, phonograms or videograms for exclusively informative and journalistic purposes, these images may also be shared or disseminated with other companies belonging to the BMW Group for the same purposes without requiring their express consent in terms of section III of article 37 of the LFPDPPP. Participation in this dynamic does not imply the payment of royalties or the existence of a legal relationship between BMW de México, S. A. de C. V. and the participant and/or any third party appearing in the videos received as participation.

III. Means to know our Comprehensive Privacy Notice

If you wish to know the terms and conditions under which BMW Mexico treats your personal data, you can consult the Comprehensive Privacy Notice for Customers and Potential Customers on the website www.mini.com.mx.

IV. Consent to the transfer of your personal data

BMW Mexico informs you that in order to deliver your prize it is necessary to transfer your general personal data to the BMW Importer in your country, so that you can go to their facilities to collect your prize and to validate your identity, this communication requires your express consent in compliance with the provisions of Article 36 of the LFPDPPP, so we ask you to indicate in the following table whether or not you accept the transfer of your information, which is essential to make the delivery of your prize.

Cláusula (consentimiento necesario)	Marque <u>una opción</u>	
I consent and authorize the transfer of my general personal data in terms of this Privacy Notice.	YES ()	NO ()

Name _____

Signature: _____

Date _____