



PRIVACY NOTICE

In “La Casa Que Canta” (hereinafter CASACANTA ZIHUA SA DE CV), we are aware of the importance of maintaining the confidentiality of personal and sensitive information of our guests and clients. We are committed to protecting your information and privacy in accordance with:

- The Federal Law on the Protection of Personal Data Held by Private Parties (Mexico)
- The General Data Protection Regulation (GDPR) of the European Union
- The California Consumer Privacy Act (CCPA) in the United States

Below we provide you with important information regarding the collection, use, and protection of your personal data.

1. Data Collection

We may collect personal information at any of the contact and interaction points we have with our clients, including:

- Our website and reservation system
- Information sent to or shared through our social media platforms
- Our internal systems and during your visit to the hotel

This information may include:

- Contact details (name, phone number, email, address)
- Information related to your booking, stay, or visit
- Payment data (credit card, TAX ID, business activity)

- Personal characteristics, nationality, passport or official ID number, and place and date of issue
 - Travel history and preferences during your stay
 - Data on travel companions (name, preferences)
 - Medical information voluntarily provided to improve your experience
 - Marketing and communication preferences
 - Feedback and comments about our services
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2. Use of Personal and Sensitive Information

CASACANTA ZIHUA SA DE CV uses this information to provide the services you requested or those related to a reservation, transaction, or program. We may also use your data to:

- Improve our services and offer the level of hospitality you expect
- Ensure that our website, products, and services meet your interests
- Process payments, refunds, and other service-related requests
- Send communications regarding services, promotions, and special events (with your prior consent)

The legal basis for processing your data includes:

- Your consent
- The execution of a contract (your reservation)
- Our legitimate interest (to improve services)

All in accordance with applicable Mexican law, the GDPR, and the CCPA.

3. Data Transfers

We may transfer your personal data to:

- IT service providers operating our technological infrastructure (servers, reservation systems, etc.)
- Medical providers, in case of emergency
- Competent authorities, when required by law

If you do not object, we will assume that you authorize these transfers.

Note for EU residents: We only transfer personal data outside the European Economic Area (EEA) to countries that ensure an adequate level of protection, or under Standard Contractual Clauses approved by the European Commission.

Note for California residents (USA): We do not sell your personal information as defined under the CCPA.

4. Security Measures

We have implemented physical, technical, and administrative safeguards to protect your personal data from unauthorized access, loss, alteration, or misuse. These include:

- SSL encryption on our website and reservation systems
 - Internal access controls and staff training
 - Secure backups and system monitoring
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5. ARCO Rights and Other Applicable Rights

In accordance with Mexican law, you have the right to Access, Rectify, Cancel, or Oppose the processing of your personal data (ARCO rights).

Additionally, under GDPR and CCPA, you may also exercise the following rights:

- Data portability (EU)
- Restriction of processing
- Right to erasure (“right to be forgotten”)
- Right to opt out of marketing or data sharing (California)

You may submit your request to exercise any of these rights by writing to our Reservations and Sales Department:

 sales.reservations@lacasaquecanta.com

 +52 (755) 555 7000

Response Time:

Within 20 business days from the date of receipt of your request, if it is deemed admissible, the corresponding action will be taken within 15 business days following the date on which the response is communicated.

We will respond through the contact method you indicate in your request and within the timeframe established by applicable law.

6. Data Retention

We retain your personal data only for as long as necessary to fulfill the purposes described above, or as required by applicable tax or legal regulations.

7. Modifications to This Privacy Notice

This privacy notice may be updated at any time. Changes will be published on our website:

 www.lacasaquecanta.com

Last update: August 2025

8. Identity and Address of the Data Controller

CASACANTA ZIHUA SA DE CV

- Fiscal Address: Montes Urales 720, Floor 1, Office 1-A, Lomas de Chapultepec I Sección, Miguel Hidalgo, 11000, CDMX, Mexico
- Hotel Address: Camino Escénico a Playa La Ropa, Colonia La Ropa, 40880 Zihuatanejo, Gro., Mexico