

**SHELL MÉXICO, S.A. DE C.V.**  
**PRIVACY NOTICE FOR CUSTOMERS**

**PRIVACY NOTICE FOR CLIENTS**

**1. Identity of the Data Controller**

Shell México, S.A. de C.V., Shell Solutions México, S.A. de C.V., GPDC Estaciones de Servicio, S.A. de C.V. and Operadora de Combustibles NMG, S.A. de C.V., hereinafter collectively referred to as the “**Data Controller**”, with address at Av. 2 de Octubre 711, Zona Industrial, San Pedro Garza García, Nuevo León, Mexico, C.P. 64650, establishes the terms applicable to the processing of personal data in compliance with the Federal Law on the Protection of Personal Data Held by Private Parties (LFPDPPP), and observes the principles of data protection, including maintaining information that is pertinent, correct, up-to-date, accurate, and complete

**2. Personal data subject to processing**

To fulfill the purposes described in this Notice, the Data Controller may collect and process the following categories of personal data:

- Identification data
- Contact data
- Tax data

**Sensitive Personal Data**

We do not collect or process sensitive personal data. If, in the future, it becomes necessary to process this type of data, the Data Controller will inform the data subject in advance and request express consent, in accordance with applicable legislation.

**Personal Data of Minors**

We do not collect or process personal data of minors through our commercial or operational processes. If, by any means, we receive personal data belonging to a minor, we will proceed to securely and promptly delete such data in accordance with applicable regulations. This does not prevent the incidental capture of images of minors through the video surveillance system described in this Notice, which is carried out exclusively for the safety of individuals, facilities, and assets, and under the retention and access parameters established for such purpose.

**3. Purposes of the Processing**

The following purposes are necessary to process the request, manage the commercial relationship, or provide the requested services; therefore, they do not require the data subject’s consent.

**Primary Purposes**

- Respond to customer requests, inquiries, and requirements.
- Provide follow-up and responses to complaints, clarifications, and suggestions.
- Issue and manage billing for the transactions carried out.
- Create and manage user accounts for the use of applications or digital services.
- Administer and operate loyalty, benefits, or rewards programs.
- Record video footage through closed-circuit security cameras for the safety of individuals, facilities, and assets, as well as for the prevention and investigation of incidents.

The following purposes are additional and not necessary for the commercial relationship. If you do not wish to provide your consent, you may indicate so at any time by sending an email to the contact listed in this Privacy Notice. Your refusal will not affect the provision of the services you request.

**Secondary Purposes**

- Conduct satisfaction surveys.
- Carry out activities and engagements on social media.
- Send promotions, advertising, and information related to our products and services.

**Refusal or Revocation of Consent for Secondary Purposes**

You may refuse or revoke your consent for secondary purposes at the time your data is collected or at any later time by submitting a request to the following email address: [privacidad-datos@iconn.com.mx](mailto:privacidad-datos@iconn.com.mx), clearly indicating the purpose(s) for which you wish to exercise such objection or revocation.

**4. Transfer of Personal Data**

The Data Controller may carry out national and international data transfers when necessary to fulfill the purposes described. Transfers to (i) companies within the same corporate group operating under common processes and policies; (ii) competent authorities; (iii) insurance companies and benefit providers; (iv) third parties with whom there is a legal relationship linked to the commercial relationship; and (v) service providers acting on behalf of the Data Controller, will be carried out according to the legal provisions that do not require the data subject's consent.

In all cases, only the information that is necessary and proportional will be transferred, adopting contractual, administrative, technical, and physical measures to safeguard its confidentiality, integrity, and availability.

When a transfer requires consent, the Data Controller will provide clear and free mechanisms for the data subject to accept or reject the transfer before it is carried out.

#### **5. Limitation of Use or Disclosure of Data**

The primary purposes arising from the commercial relationship cannot be subject to limitation, as they are based on the Data Controller's legal, contractual, or administrative obligations. However, with respect to secondary purposes, you may request at any time the limitation of the use or disclosure of your personal data.

To exercise this right, you may send a written request to **privacidad-datos@iconn.com.mx**, indicating the scope of the limitation you wish to establish and attaching a copy of valid official identification. The Data Controller may request additional information when necessary to verify your identity or clarify the scope of your request.

Your request will be reviewed by the Data Privacy Officer and, provided that no legal exception applies and no legal provision requires the Data Controller to continue processing your personal data, the request will be granted. The corresponding resolution will be communicated to you within a maximum period of 10 business days through the contact method you have indicated.

#### **6. Rights of Access, Rectification, Cancellation, and Opposition (ARCO)**

The data subject or his/her legal representative may exercise ARCO Rights by submitting a request to the email **privacidad-datos@iconn.com.mx**, or by delivering it in person at Av. 2 de Octubre 711, Zona Industrial, San Pedro Garza García, Nuevo León, Mexico, C.P. 64650, Monday through Friday from 10:00 a.m. to 1:00 p.m.

The request must contain at least the following information:

- Full name of the data subject
- Preferred means to receive the response (email, telephone, or address)
- The right to be exercised (one per request)
- A copy of valid official identification; if a representative acts on behalf of the data subject, documentation proving representation
- If applicable, documents supporting the requested rectification or update
- Information that facilitates the location of the personal data

If additional information is required, the Data Controller will contact the data subject within 5 business days following receipt of the request. The data subject will have 10 business days to respond to the request for additional information.

The Data Controller will issue a resolution within 20 business days from receipt of the request or from the date the additional information was provided, and, if applicable, will enforce the granted right within 15 business days thereafter. The response will be provided through the same means used by the data subject unless another method is indicated.

For general questions about this Privacy Notice or ARCO Rights—including the right to object to automated processing—the data subject may write to **privacidad-datos@iconn.com.mx** using the subject line "ARCO Rights Information".

#### **7. Changes to this Privacy Notice**

The Data Controller may modify or update this Privacy Notice when there are changes in applicable legal requirements, internal processes, new data processing purposes, or when additional personal data is collected.

Any modification will be published and made available to data subjects through the same means used for the original notice, and, where applicable, on the website where this document is hosted.

The current version of this Privacy Notice will remain continuously available for consultation.

#### **8. Retention, Blocking, and Deletion of Personal Data**

Personal data will be retained only for the time necessary to fulfill the purposes described in this Privacy Notice, during the commercial relationship, and for any additional periods established by applicable legal provisions. During this time, the Data Controller will seek to maintain accurate and complete information in accordance with the quality standards established by current legislation.

When the data is no longer necessary, it will be subject to a blocking period, during which it may not be processed and will be retained solely to determine potential liabilities until the applicable statutes of limitations expire.

Once that period has ended, the data will be permanently and securely deleted, in accordance with applicable regulations and the Data Controller's internal policies.

#### **9. Use of Cookies**

Our website uses cookies and similar technologies to improve the user experience, analyze website usage and performance, remember user preferences, and, where applicable, display content or advertising related to users' interests. These technologies do not collect information that directly identifies you and are used solely to optimize site functionality and better understand visitor preferences.

You may disable, block, or delete cookies at any time through your browser settings, following the procedures provided by each browser. Please note that disabling certain cookies may affect the functionality of some website features or limit availability.

#### **10. Competent Authority**

If, after exercising your rights with the Data Controller, you believe that the Federal Law on the Protection of Personal Data Held by Private Parties has been violated, you may file a complaint with the Secretariat of Anti-Corruption and Good Governance, the competent authority in matters of personal data protection.

**Last updated: June 1, 2026**