BANYAN TREE
MAYAKOBA

COMPREHENSIVE PRIVACY NOTICE

Mayakoba Thai, S.A. de C.V. (hereinafter, "Banyan Tree Mayakoba", "we" or "our"), with its address at Carretera Federal Chetumal Puerto Juárez, Kilometer 298, Playa del Carmen, Municipality of Playa del Carmen, State of Quintana Roo, Zip Code 77710, is the data controller responsible for the processing of your personal data under the Federal Law on the Protection of Personal Data Held by Private Parties (Ley Federal de Protección de Datos Personales en Posesión de los Particulares), and hereby informs you as follows:

1. What personal data do we process?

For the purposes set forth in this privacy notice, and depending on the nature of your relationship with us, we process the following personal data:

- Identification data: full name, date of birth, nationality, passport or official identification number, signature, as well as your image as captured by our video surveillance cameras or in photographs and videos taken at events held at our facilities.
- Contact data: home address, telephone number and email address.
- Asset and financial data: details of your credit or debit card and billing information.
- Data regarding your stay and consumption preferences, as well as your booking and purchase history.
- Browsing data: IP address, browser type, operating system, referring website, pages visited, date and time of access, and time spent on our website.

This data may be obtained directly from you or indirectly through the travel agency or online booking platform through which you make your reservation.

In addition, we process the following personal data considered sensitive: (list the health data to be collected, for example in spa questionnaires or liability waiver forms). The processing of such data requires your express written consent, which we will obtain through your signature on the corresponding form.

If you provide us with personal data of third parties, such as companions, family members or guests, you represent that you have obtained their consent and have made this privacy notice known to them.

2. For what purposes will we use your personal data?

We will use the personal data we collect for the following purposes, which are necessary to provide the services you request and to maintain our legal relationship with you:

- To process, confirm and manage your reservations for accommodation, spa, golf, restaurants, events and other services.
- To register your check-in and check-out, verify your identity and provide you with the contracted services, including transportation and event planning.
- To process your payments and issue your tax invoices.
- To communicate with the travel agency or booking platform through which you made your reservation.
- To record your stay history and preferences for the provision of our services.
- To administer the loyalty or membership program in which you have enrolled, as well as your rewards and benefits.
- To respond to your inquiries, comments, complaints and requests.
- To manage the lost and found service.

- To process the liability waiver forms you sign for certain activities.
- To manage the collection of debts arising from the services provided.
- To control visitor access to our facilities, issue access passes and record entries and exits.
- To maintain the security of our facilities, guests and staff, including through video surveillance.
- To prepare reports of incidents and accidents occurring at our facilities.
- To prevent, detect and investigate fraud and to handle billing-related disputes.
- To address claims and proceedings, and to exercise or defend our rights.
- To comply with the legal obligations incumbent upon us and to respond to requests from competent authorities.

Additionally, we will use your personal data for the following purposes, which are not necessary for the requested service and which require your consent:

- To send you newsletters, promotions, special offers and information about our products, services, events and loyalty programs, by email, telephone or text message, for marketing and advertising purposes.
- To organize contests, sweepstakes, promotional events and marketing campaigns.
- To conduct satisfaction surveys and market research.
- To create profiles regarding your preferences, location and demographic data, including by combining your data with information obtained from other sources, in order to offer you products, services and offers tailored to your profile.
- To record telephone calls and customer service interactions for purposes of quality control, training and performance evaluation of our staff.
- To evaluate and facilitate merger, acquisition or asset sale transactions involving Banyan Tree Mayakoba.

If you do not want your personal data to be used for these additional purposes, you may state so at this time by sending an email to Datospersonales@banyantree.com or by making the request at the hotel front desk. If this notice was not made available to you personally or directly, you have a period of five business days to express your objection.

Your objection to the use of your personal data for these purposes will not be grounds for denying you the services you request or contract with us.

If we intend to process your personal data for a purpose other than those set forth in this privacy notice, we will request your consent again.

3. With whom do we share your personal data and for what purposes?
Your personal data may be transferred within and outside Mexico to the following third parties, for the purposes indicated:

Recipient	Purpose
Banyan Tree Holdings Limited and companies within its same group, in Mexico or abroad	To manage reservations, loyalty programs and hotel operations in accordance with the group's internal processes and policies.
Travel agencies, booking platforms and airlines	To manage your reservation and the services you request.
Food and beverage establishments and tourism service providers	To provide you with the services you request through us.

Banking institutions, card issuers and payment processors	To process your payments and prevent fraud.
Attorneys, auditors and external advisors	To establish, exercise or defend our rights.
Competent authorities	To comply with legal obligations and respond to duly grounded and reasoned requests.
Business partners in the tourism and hospitality industry (*)	To offer you such partners' own promotions and services.
Potential investors, acquirers or assignees (*)	To evaluate and carry out merger, acquisition or asset sale transactions.

Transfers marked with an asterisk (*) require your consent. If you do not express your objection, we will understand that you have granted it.

If you do not want your personal data to be transferred to the third parties marked with an asterisk (*), you may state so by sending an email to Datospersonales@banyantree.com or by making the request at the hotel front desk.

Furthermore, we disclose your personal data to service providers that process it on our behalf, such as technology, reservation system, messaging, call center, security and billing service providers, which are bound to process it solely in accordance with our instructions and this privacy notice.

4. How can you access, rectify or cancel your personal data, or object to its use?

You have the right to know what personal data we hold about you, what we use it for and the conditions of its use (Access); to request the correction of your information if it is inaccurate, incomplete or outdated (Rectification); to have it deleted from our records or databases (Cancellation); and to object to the use of your personal data for specific purposes (Opposition). These rights are known as ARCO rights.

To exercise them, you must submit your request to our Personal Data Department by email to Datospersonales@banyantree.com or in writing at the address indicated at the end of this section.

Your request must contain: (i) your name and address or other means of receiving notifications; (ii) the documents evidencing your identity or, where applicable, the identity and authority of your legal representative; (iii) a clear and precise description of the personal data with respect to which you seek to exercise any of the ARCO rights, unless the request concerns the right of access; (iv) a description of the right you wish to exercise or of what you are requesting; and (v) any other information or document that facilitates the location of your personal data. For rectification requests, you must also indicate the changes to be made and provide documentation supporting your request.

We will notify you of our response within a maximum period of twenty business days from the date of receipt of your request, by the same means through which it was submitted. If your request is granted, we will give effect to it within fifteen business days following the date of the response. These periods may be extended only once for an equal period when justified by the circumstances of the case.

In the case of the right of access, we will make your personal data available to you, upon verification of your identity or that of your representative, by means of simple copies or electronic documents.

The exercise of ARCO rights is free of charge; only reproduction, copying or shipping costs may be charged.

The contact details of the Personal Data Department are as follows: at the Hotel Front Desk, located at Carretera Federal Chetumal Puerto Juárez, Kilometer 298, Playa del Carmen, Municipality of Playa del Carmen, State of Quintana Roo, Zip Code 77710; email Datospersonales@banyantree.com, telephone 984 877 36 99.

5. How can you revoke your consent to the use of your personal data?

You may revoke at any time the consent you have granted to us for the processing of your personal data, without retroactive effect. Please note that we may not be able to fulfill your request or cease the use of your data immediately in all cases, as we may be required to continue processing your data due to a legal obligation. Likewise, for certain purposes, the revocation of your consent will mean that we will be unable to continue providing the service you requested or that your relationship with us will end.

To revoke your consent, you must submit your request through the same means, with the same requirements and within the same response periods set forth in the preceding section for the exercise of ARCO rights.

6. How can you limit the use or disclosure of your personal data?

To limit the use and disclosure of your personal data, we offer you the following means:

- Your enrollment in our exclusion list, the "Privacy Preferences Registry", so that your personal data is not processed for marketing, advertising or commercial prospecting purposes. To enroll, send an email to Datospersonales@banyantree.com.
- The unsubscribe link included in every promotional communication we send you by email.
- Your enrollment in the Public Registry to Avoid Advertising (Registro Público para Evitar Publicidad) administered by the Federal Consumer Protection Agency (Procuraduría Federal del Consumidor).
- Once your request has been received, your exclusion may take up to 5 business days to be reflected in our systems.

7. Use of cookies and other tracking technologies

On our website we use cookies and similar technologies through which we automatically obtain the browsing data referred to in section 1. We use them to recognize returning visitors, analyze the use of the site and improve your browsing experience.

You may disable these technologies through your browser settings. In such case, some sections of our website may not function properly.

8. Security of your personal data

We maintain administrative, technical and physical security measures to protect your personal data against damage, loss, alteration, destruction or unauthorized use, access or processing. If you have a username and password for our online services, we recommend that you keep them confidential and notify us immediately if you suspect they have been compromised.

9. How can you find out about changes to this privacy notice?

BANYAN TREE
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This privacy notice may be amended as a result of new legal requirements, our own needs arising from the services we offer, our privacy practices or changes in our business model.

Any amendment will be published at https://www.banyantree.com/mexico/mayakoba, indicating the date of the last update. Where changes require your consent, we will also notify you at the email address you have provided to us.

10. Data protection authority

If you believe that your right to the protection of personal data has been infringed by any act or omission on our part, you may refer the matter to the Ministry of Anti-Corruption and Good Governance (Secretaría Anticorrupción y Buen Gobierno).

Last updated: November 1, 2026.