

## PRIVACY NOTICE

In compliance with the provisions of the Federal Law on Protection of Personal Data Held by Private Parties (the "Law"), its regulations and applicable guidelines, we inform you of the following: Corporativo Bimbo, S.A. de C.V. (hereinafter the "Group"), indicating for the purposes of this privacy notice the address located at Prolongación Paseo de la Reforma number 1000, Col. Peña Blanca Santa Fe, Mexico City, Mexico, Álvaro Obregón, C.P. 01210 (the "Company"), will be responsible for collecting your personal data. The Company will also be responsible for the use and protection that is given to them and to the data that is collected by any of the commercial companies that are its controllers, subsidiaries or affiliates, or by third parties contracted to perform services on behalf of the Company, in accordance with this privacy notice ("the Privacy Notice").

By registering for the virtual and face to face Bimbo Global Race 2024 and to BGR: Bimbo Global Race, you provide us with the following personal data: (i) Identification: full name, age range, nationality, country, state; (ii) Contact: phone number, email, (hereinafter "Personal Data").

Likewise, you provide us the following Sensitive Personal Data: (i) Identification: weight and height range, (ii) Location: geolocation, (hereinafter "Sensitive Personal Data").

The Personal and Sensitive Data will be used for any of the following main purposes: (i) identify you, (ii) contact you, (iii) send you your virtual race package (iv) for statistical purposes of locating you and having a classification of runners, (v) to provide you with your approximate caloric consumption for activities carried out, (vi) to show you the routes of your activity, (vii) invite you to future promotions and Group events and; (viii) ensure compliance with all types of legal obligations.

In case of not having your Personal Data, we would not be able to fulfill our obligations appropriately, so we could not assume any responsibility derived from the contracts or legal relationships that we could celebrate or that we have concluded with you, such as participation in this event.

Your Personal and Sensitive Data will not be collected or processed for secondary purposes.

We can collect your Personal and Sensitive Data in different ways: when you provide it to us directly or when we obtain information through other sources that are permitted by Law, complying at all times with the purposes indicated in the Privacy Notice.

The Company will not collect personal data directly from children under the age of 18. For registration of children, parents or guardians must give their consent.

Your Personal and Sensitive Data may be transferred to holding companies, subsidiaries, affiliates or any other belonging to the Company, in Mexico or abroad; to third parties, national or foreign, for the fulfillment of the aforementioned purposes, or when said communication of data is provided for in a Law or Treaty, or when required by the competent authority.

Through the signing of agreements and / or the adoption of other binding documents, we will ensure that third parties maintain adequate security, administrative, technical and physical measures to protect your personal data, and that those third parties will only use your Personal and Sensitive Data for the purposes for which it was collected and in accordance with this Privacy Notice. Notwithstanding the foregoing, we will not transfer or transfer your Data to third parties not related to the company, except in the aforementioned cases and those provided for in the Law.

We will implement the security, technical, administrative and physical measures necessary to ensure the integrity of your Personal and Sensitive Data, and to avoid its damage, loss, alteration, destruction or unauthorized use, access or treatment. Only authorized personnel, who have complied with and observed the corresponding confidentiality requirements, may participate in its treatment.

Authorized personnel are prohibited from allowing access by unauthorized persons and using your Personal and Sensitive Data for purposes other than those established in this Privacy Notice. The obligation of confidentiality of the people who participate in the processing of your personal data remains even after the relationship with the Company has ended.

It is your responsibility, as the Holder of the Personal and Sensitive Data, to guarantee that the Data provided to the Company is truthful and complete, as well as to communicate to the Company any changes, so that the obligation to keep the information updated can be fulfilled.

It is important to inform you that as the Holder of the information, you have the right to access your Personal and Sensitive Data in our possession and the details of the treatment, as well as to rectify it if it is inaccurate or incomplete; cancel it when you consider that it is not required for any of the purposes indicated in this Privacy Notice or is being used for non-consensual purposes; and oppose the treatment for specific purposes or limit its use or disclosure.

To exercise these rights, it is necessary that you submit a written request addressed to the Data Privacy Department of Corporativo Bimbo, S.A. de C.V., to the following address: Prolongation Paseo de la Reforma No. number 1000, Col. Peña Blanca Santa Fe, Mexico City, Mexico, C.P. 01210, from 10:00 a.m. to 5:00 p.m., on business days.

Any request to be processed must contain and accompany the following:

- The name of the Holder and address or other means to communicate the response to your request. In the event that the Holder does not indicate an address to receive the response, the request will be considered as not submitted, for which the pertinent proof will be issued.
- The documents that prove the identity (ID, passport, military card, or driver's license, in a simple copy and having exhibited the original for comparison) or, where appropriate, the legal representation of the Holder (by Public deed or power of attorney signed before two witnesses).
- The clear and precise description of the Personal and Sensitive Data with respect to which one seeks to exercise any of the rights.
- Any other element or document that facilitates the location of personal data.

The response to your request will be given, at your choice as Holder, by email, or by written response when you go directly to the Company's offices at the address indicated to collect it, being able to reproduce the response in electronic documents, simple copies, or verbally. The Company will have a term of twenty business days, counted from the date the request was received, to notify the Holder if it is appropriate. If the request is appropriate, it will be effective within fifteen days from the date the response is communicated. The aforementioned terms may be extended once for an equal period, when justified.

For the purposes of having a better understanding of the requirements of the requests, their origin, formats or any other information, the Holder may contact the Data Privacy Department in any of the following ways: directly at the company's address or at the email address: [datospersonales@grupobimbo.com](mailto:datospersonales@grupobimbo.com)

At any time, you have the right to revoke consent for the processing of your Personal Data and Sensitive Personal Data, so that we stop using them, for which you must submit your request in accordance with the procedure and requirements indicated in the previous paragraphs.

Similarly, during your visit to this page, the Group may automatically collect the following information regarding your computer and your visit: (i) the domain and server from which you access the Internet, (ii) the Internet address of the page from which you linked directly to our page, if applicable, (iii) the date and time you entered, how long you stayed on the page and which areas you visited, (iv) your Internet Protocol address (Internet Protocol - IP) and (v) your computer's operating system and browser software. We may employ third parties to handle these enforcement measures, however, under no circumstances do we obtain information about the individual identity of any visitor. Said third parties must observe our privacy standards and provide us only the information in its entirety, to use the information collected only for the purposes for which the third party was hired, and then destroy the information.

This website may use cookies that send information to your computer as you navigate our website. Cookies are unique to your computer and allow the Internet server to collect information so that the use of the page is easier and more convenient. Cookies add convenience that save you time when you return to this page. They can only be registered by your Internet server in the domain that issued the cookie. Cookies cannot be used to operate programs or enter viruses on your computer.

We use our own and third-party cookies to obtain non-personal information from online visitors. Cookies track the type of browser, operating system and Internet service provider and allow us to tabulate the total number of visitors to our page. You can disable them on your computer or program it to notify you when cookies are being sent to you through the preferences icon on your browser.

The Company reserves the right to modify this Privacy Notice at any time to comply with legislative, jurisprudential, internal policy updates, new requirements for the provision of services or any other cause. Any modification, as well as this updated document, will be available on the platforms or facilities in which it is used.