COMPREHENSIVE PRIVACY NOTICE

Last updated: November 9, 2026

> This English version is a courtesy translation of our Spanish "Aviso de Privacidad Integral". In case of any discrepancy, the Spanish version prevails.

At Cliff Dental Care we value your trust. This notice explains how we handle the personal data you provide through the cliffdentalcare.com website, in compliance with the Mexican Federal Law on the Protection of Personal Data Held by Private Parties and its applicable regulations.

1. DATA CONTROLLER

> **Cliff Dental Care** ("Cliff Dental Care" or "the Clinic").
> **Address:** 4th Street between Ave B and Ave C, Plaza Isabel, ZIP 21970, Vicente Guerrero (Los Algodones), Baja California, Mexico.
> **Privacy contact:** cliffdentalcare@gmail.com · Tel. (928) 509-9708

2. PERSONAL DATA WE COLLECT

- **Identification and contact:** full name, phone number (with country code) and email address.
- **Appointment data:** the service or treatment selected, date and time, and any notes you choose to enter, such as whether you have dental insurance and your policy number.
- **Messages:** the content of the message you send through the contact form.
- **Technical security data:** IP address, browser or device information and the Google reCAPTCHA risk assessment, which we use to prevent spam and fraud.

Sensitive data

Through the website we do not ask for medical history, diagnoses or clinical records. However, the dental treatment you choose to book may relate to your oral health, so we treat it as sensitive personal data, apply reinforced security measures, use it only for the purposes of this notice and rely on your express consent (section 10). Clinical data collected during your in-person visit is handled in your clinical record under the applicable health regulations.

3. PURPOSES OF PROCESSING

Primary purposes (necessary to provide the service)

- Schedule, confirm, reschedule or cancel your appointment.
- Contact you by phone or email to confirm your appointment and send reminders.
- Follow up on and reply to the messages you send us.
- Create and maintain your patient record in our scheduling system.
- Prevent abuse of the website (spam, bots, fraud) and protect your security.
- Comply with legal obligations and respond to requests from competent authorities.

Secondary purposes

We currently do not use your data for marketing, advertising or commercial prospecting. If this changes, we will inform you in advance through this channel and you will be able to object.

4. TRANSFERS AND SERVICE PROVIDERS

We do not sell or share your personal data with third parties for their own purposes. To run the website we rely on providers that process data on our behalf under confidentiality obligations:

- Infrastructure and hosting providers for the website and our scheduling system.
- Email delivery providers, for confirmations and reminders.
- **Google LLC (United States):** reCAPTCHA Enterprise, for security, and Google Maps, to show our location. When you use them, Google may receive your IP address and browser data under its own privacy policy.

We may disclose data to authorities when required by law or by a legal order; those disclosures do not require your consent.

5. COOKIES AND SIMILAR TECHNOLOGIES

The website does not use advertising or analytics cookies. It stores only your language preference in your browser (local storage) so it can be remembered on later visits. The Google services mentioned (reCAPTCHA and Google Maps) may use their own technologies. You can delete this data from your browser settings.

6. ARCO RIGHTS AND WITHDRAWAL OF CONSENT

You have the right to **A**ccess your data, **R**ectify it if inaccurate, request its **C**ancellation and **O**bject to its processing (ARCO rights), as well as to withdraw the consent you gave us. To exercise them, send a request to **cliffdentalcare@gmail.com** including:

- your name and a way to reply to you;
- a copy of a valid official ID (or of your legal representative, with a power of attorney);
- a clear description of the data and the right you wish to exercise; and
- any element that helps us locate your data.

We will reply within the time limits set by law. Withdrawing consent or requesting cancellation may prevent us from continuing to provide the scheduling service.

7. LIMITING USE OR DISCLOSURE

You may ask us at any time to stop contacting you by writing to the same email address.

8. RETENTION AND SECURITY

We keep your data only as long as necessary for the purposes of this notice and for the periods required by applicable regulations. We apply reasonable administrative, technical and physical security measures, including encrypted connections (HTTPS) and restricted, authenticated access to our scheduling system.

9. CHANGES TO THIS NOTICE

Any changes will be published on our website with the update date.

10. CONSENT

By submitting a form on this website (booking an appointment or contact), you state that you have read this notice and consent to the processing of your personal data for the purposes described here, including your express consent for the sensitive data described in section 2.

11. AUTHORITY

If you believe your right to personal data protection has been violated, you may go to the competent authority on the matter.
