KUENTAB PRIVACY NOTICE

Last updated: September 2026

In compliance with the Federal Law on the Protection of Personal Data Held by Private Parties (the “LFPDPPP”), its Regulations, and other applicable provisions in Mexico, Kuentab, S.A.P.I. de C.V. (“Kuentab”), with its address in Mexico, makes this Privacy Notice available to users.

1. Data Controller

Kuentab, S.A.P.I. de C.V. is responsible for the processing of your personal data, the use made of such data, and its protection.

For any questions regarding this Privacy Notice or the exercise of your ARCO rights, you may contact Kuentab through the email address designated for privacy and data protection matters.

2. Personal Data We Collect

Kuentab may collect and process the following categories of personal data:

Identification and contact data

Name or username;

Email address;

Profile photograph or avatar;

Account identifiers generated by third-party authentication providers.

Authentication and access data

Information derived from login through external providers such as Google;

Authentication tokens;

Session information.

Usage and browsing data

IP address;

Browser type;

Operating system;

Device identifiers;

Time zone;

Interaction statistics within the Platform;

Information related to activity, predictions, rankings, and participation in groups.

Identifiers generated through cookies, similar technologies, or digital analytics tools;

• Information related to displayed advertisements, interaction with advertising content, and general browsing preferences;

• Data collected through measurement, analytics, and digital advertising tools implemented within the Platform.

Data derived from use of the Platform

Groups created or administered;

Participation in leagues and competitions;

Predictions made;

Performance results and statistics;

Reactions, comments, and social interactions within the Platform.

Kuentab does not collect sensitive personal data as defined under applicable Mexican law.

3. Purposes of Personal Data Processing

Personal data will be processed for the following primary purposes:

Primary purposes

Create and administer user accounts;

Provide access to and login to the Platform;

Operate functionalities related to groups, leagues, and predictions;

Display rankings, statistics, and results;

Manage invitations between users;

Provide technical support and user assistance;

Improve the browsing experience and operation of the Platform;

Detect fraudulent activity or misuse;

Comply with applicable legal obligations.

Send the User reminders, notices, and notifications related to the User's predictions, prediction pools, leagues, groups, results, sporting events, and other functionalities used within Kuentab, as well as communications necessary for the proper provision and operation of the Platform.

Secondary purposes

In addition, Kuentab may process your personal data for:

Send communications and information regarding promotions, campaigns, products, services, commercial updates, advertising, and other promotional communications, in accordance with the User's preferences;

Share news, launches, and updates;

Conduct statistical and behavioral analyses;

Develop improvements and new functionalities;

Conduct satisfaction surveys and market research.

Analyze patterns of use, browsing, and interaction within the Platform through proprietary or third-party tools;
• Personalize the user experience within Kuentab;
• Display content, recommendations, commercial communications, or advertisements that may be relevant to the user;
• Measure the effectiveness of advertising campaigns and digital strategies.

You may object to the processing of your data for the secondary purposes by following the procedure indicated in this Privacy Notice.

4. Use of Cookies, Similar Technologies, and Digital Advertising Tools

Kuentab may use cookies, digital identifiers, pixels, SDKs, tags, and other similar technologies, whether proprietary or provided by third parties, to operate, analyze, improve, and personalize the experience within the Platform.

These technologies may be used for the following purposes:

maintain sessions and authenticate users;

remember preferences and settings;

measure and analyze the use and performance of the Platform;

generate browsing and interaction statistics;

detect errors, fraud, or unauthorized activities;

measure the effectiveness of advertising campaigns;

display relevant content and advertising;

personalize advertisements based on information related to browsing and use of websites, applications, or services, in accordance with available settings and applicable law.

Kuentab may use third-party services for these purposes, including Google Analytics and Google AdSense, as well as other analytics, measurement, or digital advertising services that may be incorporated in the future.

In particular, Google and other advertising technology providers may use cookies or other technologies to display advertisements based on the User's previous visits to Kuentab or other websites or services, as well as to measure advertising performance and limit the frequency with which certain advertisements are displayed.

Information generated through these technologies may include online identifiers, device information, IP address, browsing information, interaction with content, approximate location data, preferences, and other technical information associated with use of the Platform.

Certain providers may process or store information outside Mexico, including in jurisdictions where such providers or their service providers maintain infrastructure.

The User may manage certain preferences relating to cookies and personalized advertising through the tools available on the Platform, in the User's browser, and, where applicable, through configuration tools provided by the relevant third parties.

5. Transfers of Personal Data

Kuentab may share personal data with third parties only when necessary for the operation of the Platform, including technology providers, authentication services, cloud storage, hosting, analytics, or communications providers.

Such third parties may include, without limitation:

technology infrastructure providers;

authentication services;

storage services;

notification providers;

support and analytics tools.

Kuentab will seek to ensure that such third parties maintain reasonable security and confidentiality measures.

Kuentab may also disclose information when legally required, upon a request from a competent authority, or to protect legitimate rights and interests.

Third parties that may participate in these activities include providers of analytics, measurement, digital advertising, and related technology services, including Google LLC and its group companies or providers participating in the provision of Google Analytics and Google AdSense, as applicable.

These third parties may process information related to use of the Platform for the purposes described in this Privacy Notice and in accordance with their own applicable policies and terms.

6. Platform Intended Exclusively for Adults

Kuentab is intended exclusively for persons over 18 years of age.

Kuentab does not knowingly collect personal data from minors. If accounts belonging to minors are detected, Kuentab may suspend or delete them.

7. ARCO Rights

You may exercise your rights of:

Access;

Rectification;

Cancellation; and

Opposition;

with respect to your personal data, as well as revoke consent previously granted for its processing, by submitting a request to the privacy email address designated by Kuentab.

The request must include:

full name;

email address associated with the account;

a clear description of the right you wish to exercise;

documents evidencing identity, when applicable.

Kuentab will respond within the periods established by applicable law.

8. Security Measures

Kuentab implements reasonable administrative, technical, and physical measures to protect personal data against damage, loss, alteration, destruction, or unauthorized access.

However, the User acknowledges that no technological system is completely secure and that there are inherent risks associated with the use of digital platforms and online services.

9. Data Retention

Personal data will be retained only for the period necessary to fulfill the purposes described in this Privacy Notice, applicable legal obligations, and legitimate purposes related to the operation of the Platform.

10. Changes to the Privacy Notice

Kuentab may modify or update this Privacy Notice at any time as a result of:

legal changes;

operational modifications;

the incorporation of new functionalities;

changes to business models;

new technological integrations.

Changes will be published within the Platform or through Kuentab’s official channels.

11. Nature of the Platform

Kuentab is a digital platform for entertainment, social interaction, and tracking of sports predictions.

Kuentab does not operate as a sportsbook, casino, gambling platform, or financial intermediary, and currently does not administer, hold, or distribute funds or monetary prizes among users.

Users are responsible for their use of the Platform and for any private agreement they enter into with other users.

12. Applicable Law

This Privacy Notice is governed by the applicable laws of the United Mexican States.

Any dispute relating to the processing of personal data shall be submitted to the competent authorities in Mexico.