

PROTECTION OF PERSONAL DATA HELD BY PRIVATE PARTIES POLICY

Policy	Executive in charge:	Contact person:
Finance Management	Chief Executive Officer	Finance Director Human Resources Director Sales Director Transformation and Execution Director General Attorney

ANTECEDENT:

The Federal Law on Protection of Personal Data in Possession of Private Parties (LFPDPPP in Spanish) was published on April 27, 2010, and the Regulation on December 21, 2011, which aim to protect personal data in the possession of private parties, to regulate their legitimate, controlled, and informed processing to guarantee privacy and the right to informational self-determination of Individuals (PF in Spanish).

OBJECTIVE:

That Kimberly Clark de Mexico and Subsidiaries, hereinafter KCM, complies with the LFPDPPP in the protection of personal data collected from:

- Employees
- Customers
- Suppliers, and
- Potential candidates to work at KCM

A) Privacy Notice for Employees located in the intranet link:
www.mx.kcc.com/aviso.asp

1. By signing the privacy notice, the employee authorizes KCM to receive and store his/her personal data, including, if necessary, the transfer of the same, on the understanding that the employee is also aware of his/her ARCO rights (Access, Rectification, Cancellation and Opposition) and revocation of consent for the processing of data.

For this purpose, KCM provides the following e-mail address: privacidad@kcc.com

2. The employee must send a letter to the mentioned email address in which he clearly and expeditiously indicates what data and to what extent he wishes to have access, or rectify, cancel, oppose, or revoke his consent to the processing of the same, attaching the documentation that supports his request.
3. It also includes the options and ways to limit the use or disclosure of personal data.
4. If the employee's request is admissible, KCM must comply with it within 15 days from the issuance of the corresponding resolution.
5. The privacy notice includes, among other things, the following:
 - Sensitive personal data and assets.
 - Family information.
 - Data on credit obligations.
 - Various statistical information that is part of its file, such as:
 - Evaluations.
 - Disabilities.
 - Workplace accidents.
 - People to be notified in the case of an accident occurring at the company's facilities.
 - Beneficiaries.
6. The Human Resources Department may also provide the Privacy Notice to the employee who requires it, keeping a copy of acceptance of this in the file of each employee.

B) The use of Personal Information of Third Parties (PF Customers PF and Suppliers PF)

7. KCM uses the information for a variety of purposes, including:
 - Offer products and services.
 - Promotions.
 - Advertising.
 - Analysis of the reasons why the owner visited the KCM site.
 - Provide access to apps and downloads.
 - Attention to customers, consumers, and the public in general.
 - Follow-up of complaints, claims, sales, and sampling.
 - Open job posting.
 - Look for the participation of the owner of information in surveys.
 - Communication of information.
 - Service supplier.
 - Information security.
 - Online privacy.

- Registration of customers and suppliers.

Note: If the owner of information is 12 years old or younger before providing personal information, they are required to obtain authorization from their parent(s) or guardian(s).

C) Privacy Notice for users who register within the Internet portal in different brands.

8. Each product has the required privacy notice. There are two ways to collect data:
 - On paper.
 - By registering through social networks, among others: Facebook, Twitter, or Google, due the data is taken directly from these electronic means when the user registers.
9. The owner of information expressly authorizes their registration on any of the sites and agrees with the privacy notice, KCM recommends that they also review the privacy notice of the social networks they use.
10. KCM informs that through analysis technologies it is possible to obtain information about the time and preferences of users in the sense of offering them a unique experience, but in no way will take data that according to the LFPDPPP is considered personal.

D) Privacy Notice for Prospective Employee Candidates

11. On KCM's website, there is a privacy notice so that before capturing any personal data, the user reads the notice, agrees, and subsequently captures their personal information.
12. Human Resources may also grant the physical Privacy Notice to the candidates it interviews, obtaining the acceptance of the same from each corresponding candidate, keeping this information for one year.
13. Whether the candidate is hired or not, personal information is controlled and kept in accordance with this Policy.

E) Personal information received from third parties on paper or manual

14. When the departments assigned for this purpose carry out mechanics of contests for the delivery of prizes:
 - Random - previously authorized according to the current delegation and registered with the Ministry of the Interior (SEGOB) and the Federal Consumer Protection Agency (PROFECO).
 - Skills and hability contests.
 - In both cases, prizes are delivered to the winners and the following information must be requested from the contestants, among others:

- Name/Age/Address/Marital status/Education.
- Official Identification (INE, Passport, Professional License).
- CURP
- RFC (Fiscal Situation Constancy).
- Privacy Notice must be signed by the winner.
- Letter that the award was received.

F) Information Security and Personal Data Management at KCM

15. KCM, as responsible for the management of Personal Data, in case of receiving a request from the owner of information exercising their ARCO rights, must respond within a maximum period of 15 days.

16. Sensitive information will be kept and safeguarded for 5 years.

17. The Internet Services Management has control of the requirements requested by the owners of information in the scope of the ARCO and revocation when they expressly state it in paper and send it to KCM by any means of communication, by the obtaining of their electronic or paper data.

To facilitate this, KCM provides the e-mail address privacidad@kcc.com

KCM also reserves the right to make changes to the privacy notice and, if necessary, communicates this to the owners of information by any means of communication.

G) In case of Violation of the ARCO rights of the Owner of information

18. KCM will need to wait for the Owner's complaint.

19. Once KCM receives the complaint by any means of communication, it will investigate the causes of the possible violation of the Owner's ARCO rights.

Once the alleged violation is resolved, the following actions will be taken:

20. If KCM is found liable:

- a) It will take all possible actions to bring the violation to an end.
- b) It will send possible solutions to the Owner of information who submitted the complaint.

21. If KCM is not liable:

- a) In the case that the complaint is found to be inadmissible, KCM will inform the reasons for the inadmissibility of the complaint.

NOTE: It will proceed in the terms established by the LFPDPPP for numerals 20 and 21.

If you have any questions or require more information regarding any of our policies and/or documents, if you represent an investor or analyst, please write to kcm.finanzas@kcc.com. If you belong to any other interest group, please do not hesitate to contact us to our email kcm.contacto@kcc.com.