

NOTICE OF PRIVACY

In compliance with the provisions of the Federal Law for the Protection of Personal Data Held by Individuals (hereafter "the Law"), we inform you that:

Corporativo Bimbo, S.A de CV, (hereinafter the "Group"), notifying for the purposes of this Privacy Notice the address located on Prolongación Paseo de la Reforma No. 1000, Col. Peña Blanca Santa Fe, Mexico City, Mexico, CP 01210, will be responsible for the personal data provided by individuals whom the personal data belongs to (hereinafter "the Holder"), for itself or for any of its controlling companies, subsidiaries or affiliates.

The treatment of the Holder's personal data, that has been made available to the Group in any form or circumstance, shall be made in accordance with the following terms and conditions, so that from this point on is understood that the Holder grants his consent for such treatment.

The information of Personal Data and / or Sensitive Data, that is obtained by the Group directly from the Holder with his full consent, will be used as described below, but not limited to: i) identify it, ii) locate it, iii) communicate or contact it, iv) send it information and / or merchandise, v) statistics, as well as its transmission to third parties by any means permitted by Law. The use of Personal and / or Sensitive Data has direct link with the relationship you have in your capacity as consumer.

It is responsibility of the Holder, to ensure that the Data, provided to the Group are true and complete, and is responsible for communicating any changes in them to the Group, in order to comply with the obligation of keeping the information to date.

The temporary management of the Holder's Personal Data will depend on the legal relationship held with the Group, as well as the obligations required by the current Law and the competent authorities. In all cases the information will only be kept for a reasonable time.

The information delivered to the Group, will be properly safeguarded, preserved and protected with technological and physical means to prevent the loss, misuse, alteration, unauthorized access and theft. The only ones that would have access to this information will be those authorized by the Group, whether workers, service providers or business partners, who are committed to keep the information under strict confidentiality and security; for this end, employees sign annually a Privacy Policy of the Group, and suppliers and business partners have signed agreements and contracts in which it was agreed the confidentiality of the information.

In the case that the personal data safeguarded are required by an authority of any kind, whether by legal process, to respond to any claims or legal actions, or to protect the rights of the Group or its customers and the public, these data will be made available in strict compliance with the Law.

The Holders shall be entitled to request access, rectification, cancellation and opposition of their data, by written request directed to Corporativo Bimbo, S.A. de C.V., to the following address: Prolongación Paseo de la Reforma No. 1000, Col. Peña Blanca Santa Fe, Mexico City, Mexico, CP 01210, from 10:00 to 17:00 hours, on business days, by request made to our telephone System Customer Service and Consumers of the Group, toll free at 01800-910-20-30, and metropolitan area 91 77 74 07 or at the following email: atencionenlinea@grupobimbo.com.

The Group will respond to the request of the Holder as long as the exceptions contained in the Law do not apply, and the applicant complies with the requirements contained in Article 29 of the Law described below:

- I. State the name and address of the Holder or other means to communicate the answer to the request;
- II. Documents that prove the identity or, where appropriate, the legal representation of the Holder;
- III. The clear and precise description of the personal data in relation with those seeking to exercise any of the rights above and,
- IV. Any other element or document that facilitates the location of personal data, that is to say, to which company of the Group were provided, the person who were provided to or area of the company in which the person to whom the data was provided belongs.

In the case that the Holder's Sensitive data are transferred to any third party, except those transferred to any authority by enforcement of the Law or requirement, or for the reason of the execution of a legal relationship with the Holder and the Group, the Holder will be notified by any means, whether written, telephonic, electronic, optical, audio, visual or any other that the technology allows now or in the future.

In the event, that the Group, requires to use the Personal Data and / or Sensitive data for purposes other than those agreed or accepted in the legal relationship held with the Holder, it shall be notified in writing, by telephone, electronic or any optical media, sound, visual or other that the technology allows now or in the future, explaining the new uses intended for the information in order to obtain its authorization.

With this Notice of Privacy, the Holders are duly informed of the data collected from them and for what purposes, accepting the terms herein that were made in compliance with the Federal Law on the Protection of Personal Data Held by Individuals.

The Group reserves the right to change this policy to adapt it to new legislation or case law, as well as industry practices. In such cases, the changes will be announced on this page with reasonable notice before its implementation.

This Privacy Notice, and the general management of the Law made by the Group is governed by the current and applicable legislation in the United Mexican States, any dispute arising out or in connection with its application should be solved by the competent courts in Mexico City, Federal District

California Transparency in Supply Claims Act of 2010 Supply Claims It is the policy of the Grupo Bimbo companies to conduct all of their business in an ethical and legal manner. We expect all of our direct suppliers to act consistent with this policy. We communicate this policy to suppliers through our standard terms and conditions applicable to every purchase we make. Each direct supplier represents that all goods supplied are manufactured in accordance with good manufacturing practices and that all goods are furnished in accordance with all applicable federal, state, local and foreign laws, rules, and regulations. Our suppliers also agree to allow us access to their plants and operations to conduct inspections.