

Privacy Notice for .MX domain name users

IDENTITY AND ADDRESS OF THE RESPONSIBLE ENTITY.

The entity responsible of the personal data that you provide is Network Information Center, S.A. de C.V. (commercially known as "Registry MX") with address at Av. Revolución 2703 1, Nuevo Sur, Torre 2, Piso 3, Col. Ladrillera, Monterrey, Nuevo León, C.P. 64830, México.

DEFINITIONS.

Registry MX provides you with a list of all the definitions of those words that will be used throughout this Notice so that you may have the utmost clarity in terms of content:

Cookies.

Fragments of information from a web page that are stored in a hard drive of the machine, used to connect to Internet through the page server.

IP Address.

Internet protocol address. It is a numerical identifier used by a device when connecting to Internet, which is assigned by the service provider at the time the connection is made.

Domain Name.

Represents a common identifier of a group of computers or equipment connected to a network. It is a simple internet addressing system designed to allow users to easily locate sites on internet. For the purposes of the present, it will only refer to the domain names under the ccTLD .MX.

Internet Resource.

IP Address Blocks and/or ASN numbers (Autonomous System Number).

Website of Registry MX.

www.dominios.mx, www.registry.mx, and/or any website used by Registry MX.

Whois.

Data base system used to search existing Domain Names and its primary data, as well as to prove and verify ownership and assignation of Internet Resources; which may be consulted openly through the Website of Registry MX.

LDRP.

Process that is executed to provide data requested by WIPO (World Intellectual Property Organization), so that they can initiate a Local Domain Name Dispute Resolution.

Services

Are the Services of basic Domain Names operations provided by Registry MX.

User

Any individual who uses the services provided by Registry MX.

The terms defined in this section may be used both in singular and plural.

YOUR PERSONAL DATA.

Registry MX will process personal identification data, contact data, and proprietary and/or financial data.

Moreover, we should like to inform you that in order to comply with the purposes indicated herein, Registry MX will not collect or process sensitive personal data.



PRIMARY PURPOSES.

Registry MX will process your personal data for the following primary and necessary purposes:

- To identify the User of our Services and to contact him when necessary;
- To contact the user in order to fulfill obligations related to the contractual relationship with us;
- To provide all services and carry out all necessary activities of the legal relationship between Registry MX and the data holder;
- The operation, management, administration, provision and improvement of the services provided by Registry MX;
- Providing, to the holder of the data, access to the Website of Registry MX and/or the corresponding system;
- To elaborate and analyze statistics and historical information;
- Delivery of notifications, requirements, and letters, along with the response to your requests in regards to the services offered by Registry MX;
- To process payments related to the Services;
- Partial or total publication of your personal data in the data system associated with Domain Names (Whois);
- Data backup to ensure continuity of service;
- To procedure a dispute resolution on domain names (LDRP);
- To receive comments and process reports, queries, or clarifications regarding the use of the Website of Registry MX.
- Comply with internal policies and procedures.
- Comply with legal obligations in accordance with applicable laws.

Finally, you cannot request Registry MX to cease from processing your information for the aforementioned primary and necessary purposes, since such processing is necessary in order to fulfill the obligations derived from the relationship between you and Registry MX, as well as the cases determined by Federal laws.

SECONDARY PURPOSES.

In addition, if you do not object, Registry MX will treat your personal data for the following additional purposes that are not necessary for the requested service, but will enable us to offer you the best service:

- To send you publicity and communications, for marketing and telemarketing purposes;
- The elaboration and analysis of market researches;
- To send you newsletters and invitations to events and webinars;
- For the application of surveys and evaluations to improve the quality of the services we offer;
- To inform you of the launch or changes of new services, products, promotions and/or offers from NIC México, as well as from other third-party companies or entities, including group companies and/or business partners, through telephone calls, communications through emails, short messages, WhatsApp, social networks, and other physical and/or electronic communications.

If you do not wish your personal data to be processed for any or all of the additional purposes, please contact us immediately by email at the following address: privacidad@nic.mx.

Refusal to permit the use of your personal information for additional purposes will not constitute a reason to deny you the services requested or to terminate the relationship established with us.

TRANSFERS.

In order to fulfill the aforementioned necessary purposes or any others required by law or the competent authorities, Registry MX will transfer the necessary information to the following organizations and for the following ends:



Third party receiving the personal data	Purpose	Consent
Banking institutions and other related providers.	To manage the necessary payments.	Not required
Competent authorities.	When required by law.	Not required
Providers who assist Registry MX.	To the effective fulfillment of the services.	Not required
Third parties that require information related to the Domain Names	To start a dispute resolution on domain names (LDRP)	Not required
National and international institutions.	To regulate the services.	Not required
Services providers with whom we have legal agreements.	Comply with the obligations set forth in this privacy notice.	Not required
Group companies that operate under privacy policies that comply with the relevant applicable provisions.	To contact you directly or indirectly, to carry out activities of segmentation, profiling, promotion and in its case, offering of products and/or services that such companies can commercialize and/or provide jointly with Registry MX or in an independent way.	Not required
Business Partners with whom NIC México has entered into legal agreements	To contact you directly or indirectly, to carry out activities of segmentation, profiling, promotion and in its case, offering of products and/or services that such companies can commercialize and/or provide jointly with Registry MX or in an independent way.	Required

If you do not want Registry MX to transfer your data for the transfers in which your consent is required, please send an email to privacidad@nic.mx, and we will assist you in due time and form.

ARCO rights and/or revocation of consent.

You or your legal representative can exercise any of your rights of access, rectification, cancellation or objection (hereinafter "ARCO rights") and revoke your consent for the processing of your personal information by sending an email to the Department of Personal Data Protection of Registry MX to privacidad@nic.mx requesting the ARCO rights request form.

To exercise any ARCO right, the following procedure must be completed:

- **Step 1.** Department of Personal Data Protection is contacted through email at privacidad@nic.mx, requesting the exercise of an ARCO right.
- **Step 2.** Department of Personal Data Protection requests the fulfillment of requirements to the data owner, according to the legislation, and analyzes the case.
- **Step 3.** Once the requirements of the previous step are fulfilled, the Department of Personal Data Protection has a 20 day period to determine its feasibility.
- **Step 4.** In case the request is suitable, the ARCO right is executed (within the next 15 days).

According to the current legislation, the requirements to be fulfilled on the procedure (step 2) are the following:

- Filling of ARCO rights request form.
- Data owner name and email to submit the response to its request.



- Documents to demonstrate its identity, or, its legal representation.
- Clear and accurate description of the personal data to which the ARCO exercise is intended.
- Any other element or document that enables the location of the personal data.

LIMITATION AND/OR DIVULGATION OF YOUR INFORMATION.

You can limit the use or divulgation of your personal information by sending your request to Registry MX to the email privacidad@nic.mx. If your request is appropriate, you will be added to Registry MX's exclusion list.

The Website of Registry MX has links to other websites; therefore, we recommend you to review the privacy notice for each one. Registry MX will not be held responsible for any information that you disclose on any other website.

USE OF COOKIES, WEB BEACONS AND OTHER TECHNOLOGIES.

We use cookies and other technologies on our webpage, which allows us to monitor your behavior as an Internet user and to provide you with a better service and experience on browsing our site. These technologies include the use of cookies, which are small amounts of information that are stored in the browser used by each user so that the server remembers certain information that can be used later. This information allows us to identify you and save your personal preferences to provide you with a better browsing experience.

Moreover, Registry MX can obtain the following information through its web page:

- Identification data.
- Data related to your browsing preferences.
- Data related to your IP address, type of operating system, type of browser and pages visited.

Some of the cookies we use on our website are necessary to enable its operation and cannot be disabled from our systems.

However, you can disable those cookies that are not essential for technical reasons by following the procedures of the internet browser you use to access our website, so we suggest you review the cookie settings of your internet browser. Through your internet browser, you can also view the cookies that are on your device, and delete them as you see fit.

Data Protection Authority

If necessary, you have the right to file a claim before the competent authority when you consider that your rights have been infringed or violated.

Contact us

Our Department of Personal Data Protection is available to provide you with any additional information you require regarding your privacy and data protection rights, so you can contact us by email at privacidad@nic.mx

Privacy Notice Acceptance

Hereby you declare that this Privacy Notice was made available at the time of processing of personal data, so if you use our services it is understood that you authorize the use of your information in accordance with this privacy notice. Likewise, you declare that you have informed the persons from whom you provided their personal data, of the treatment that the Responsible will give to them and that you have their authorization.



PRIVACY NOTICE CHANGES.

Registry MX will notify you of any changes to its privacy notice through the link: <https://www.dominios.mx/> and then the section Privacy Notice.

Last update of this Notice: julio 2026

The English version of this document has no legal value, it is provided solely to facilitate the reading and understanding of the Spanish version, it is not a substitute to the legal validity of the Spanish version. In case of any controversy, the text in the Spanish version shall in all cases apply.

