

PRIVACY POLICY

Last updated: August 2026

1. Who is responsible for your data?

Anfrupac ("we," "us"), registered at Av. Badalona 224, Valle Imperial, Zapopan, Jalisco, México, is the data controller responsible for the personal data collected through this website (the "Site").

Contact: info@ancestralfruits.com | +52 33 2572 9898

2. What data do we collect?

- **Contact/inquiry data:** name, company name, email address, phone number, and any message content submitted through the "Request a Quote" form or similar contact channels.
- **WhatsApp communication data:** if you contact us via the WhatsApp button, we receive your phone number and the content of your messages.
- **Technical/browsing data:** IP address, browser type, device information, and pages visited, collected automatically through cookies and similar technologies (see our Cookie Policy).

3. Why do we process your data, and on what legal basis?

Purpose	Legal basis (GDPR Art. 6)
Responding to quote requests and business inquiries	Pre-contractual steps taken at your request / legitimate interest in developing business relationships
Managing an ongoing commercial relationship	Performance of a contract
Analyzing and improving Site performance	Consent (non-essential cookies)
Complying with legal obligations	Legal obligation

4. Who has access to your data?

Anfrupac personnel involved in sales, logistics, and export operations, and service providers supporting our hosting, email, and communication tools (acting as data processors under confidentiality and data-protection obligations). We do not sell your personal data to third parties.

5. International data transfers

Anfrupac is based in Mexico. If you are located in the European Economic Area (EEA), your data will be transferred outside the EEA for processing. Mexico does not currently hold an EU adequacy decision, so we rely on appropriate safeguards — such as the European Commission's Standard Contractual Clauses — to protect your data in these transfers. A copy of the relevant safeguards is available on request.

6. How long do we keep your data?

Inquiry and contract-related data is retained for as long as necessary to manage the business relationship and, afterward, for the period required by legal, accounting, or tax obligations. Data collected solely through cookies follows the retention periods in our Cookie Policy.

7. Your rights

If your data is protected under the GDPR, you have the right to:

- Access the personal data we hold about you
- Request rectification of inaccurate data
- Request erasure ("right to be forgotten")
- Request restriction of processing
- Object to processing based on legitimate interest
- Request data portability
- Withdraw consent at any time, where processing is based on consent

To exercise these rights, contact info@ancestralfruits.com. You also have the right to lodge a complaint with your national data protection supervisory authority.

8. Security

We apply appropriate technical and organizational measures to protect your personal data against unauthorized access, loss, or alteration.

9. Changes to this policy

We may update this Privacy Policy periodically. The "Last updated" date above reflects the most recent revision.