

## PRIVACY POLICY

This website is maintained and operated by A. R. Inteligência de Mercado.

We collect and use some personal data that belongs to those who use our website. In doing so, we act as the controller of such data and are subject to the provisions of Federal Law no. 13,709 / 2018 (General Law on Protection of Personal Data - LGPD).

We take care of the protection of your personal data and, therefore, we provide this privacy policy, which contains important information about:

- Who should use our website
- What data we collect and what we do with it;
- Your rights in relation to your personal data; and
- How to contact us.

### 1. Who should use our website

Our website should only be used by people over eighteen years of age. Therefore, children and adolescents should not use it.

### 2. Data we collect and reasons for collection

Our website collects and uses some personal data from our users, in accordance with the provisions of this section.

#### 1. Personal data provided by the user.

We collect the following personal data that our users expressly provide to us when using our website:

Name  
Company Position  
E-mail  
Telephone  
Can we help you?



The data collection occurs when you do:

- Website Registration
- To receive forms
- To contact the company
- To purchase services

The data provided by our users is collected for the following purposes:

- To purchase products and services
- Contact one of our experts
- To send a resume
- To access forms
- To send advertising and marketing material from our company

### 1. *Sensitive data*

Sensitive data from our users will not be collected, thus understood those defined in arts. 11 on Personal Data Protection Law. Thus, there will be no data collection on racial or ethnic origin, religious conviction, political opinion, union membership or religious, philosophical or political organization, health or sexual life data, genetic or biometric data, when linked to a natural person.

### 2. *Cookies*

Cookies are small text files automatically downloaded to your device when you access and browse a website. They basically serve to identify devices, activities and user preferences. Cookies do not allow any files or information to be extracted from the user's hard drive, and it is not yet possible to access personal information that has not come from the user or the way he uses the website's resources.

### 3. *Cookies do site*

Site cookies are those sent to the user's and administrator's computer or device exclusively by the site.

The information collected through these cookies is used to improve and personalize the user experience, and some cookies can, for example, be used to remember the user's preferences and choices, as well as to offer personalized content.

#### *a. Cookies Management*

The user will be able to oppose the registration of cookies by the website, just by disabling this option in his own browser. More information on how to do this in some of the main browsers used today can be accessed from the following links:

Internet Explorer:

<https://support.microsoft.com/pt-br/help/17442/windows-internet-explorer-delete-manage-cookies>

Safari:

<https://support.apple.com/pt-br/guide/safari/sfri11471/mac>

Google Chrome: <https://support.google.com/chrome/answer/95647?hl=pt-BR&hlrm=pt>

Mozilla Firefox:

<https://support.mozilla.org/pt-BR/kb/ative-e-desative-os-cookies-que-os-sites-usam>

Opera: <https://www.opera.com/help/tutorials/security/privacy/>

Deactivation of cookies, however, can affect the availability of some tools and functionalities of the website, affecting its correct and expected functioning. Another possible consequence is the removal of user preferences that may have been saved, damaging their experience.

#### 4. Collection of data not previously expressed

Eventually, other types of data not previously expressed in this Privacy Policy may be collected, as long as they are provided with the user's consent, or even if the collection is allowed based on another legal basis provided by law.

In any case, the data collection and the resulting processing activities will be informed to the users of the website.

### **3. Sharing personal data with third parties**

We do not share your personal data with third parties. In spite of this, it is possible that we do so to comply with some legal or regulatory determination, or, still, to comply with some order issued by public authority.

#### **4. How long will your personal data be stored**

The personal data we collect will be stored and used for the following periods of time:

Maximum 2 years

The period reported are not longer than strictly necessary, taking into account the purposes and legal justifications for the treatment of the data.

It is worth saying that, if there is any legal or regulatory justification, the data may remain stored even if the purpose for which they were collected or have been processed has been expired.

Once the treatment is finished, observing the provisions of this section, the data is deleted or anonymized.

#### **4. Legal bases for the processing of personal data**

A legal basis for processing of personal data is nothing more than a legal basis, provided for by law, that justifies it. Thus, each operation of processing personal data must have a corresponding legal basis.

We treat our users' personal data in the following cases:

1. Upon the consent of the holder of personal data
2. For the regular exercise of rights in judicial, administrative or arbitration proceedings
3. For credit protection

##### *1. Consent*

Certain operations for obtaining personal data carried out on our website will depend on the user's prior agreement, who must express it in a free, informed and unambiguous manner.

The user can revoke his consent at any time, and, if there is no legal possibility that allows or requires the storage of data, the data provided by consent will be deleted.

In addition, if desired, the user may not agree to any operation of processing personal data based on consent. In this case, however, it is possible that you will not be able to use any functionality of the website that depends on that operation. The consequences of a lack of consent for a specific activity are reported prior to action.

## **6. User rights**

The user of the website has the following rights, conferred by the Personal Data Protection Law:

- confirmation of the existence of treatment;
- access to data;
- correction of incomplete, inaccurate or outdated data;
- anonymization, blocking or elimination of unnecessary, excessive or treated data that does not comply with the provisions of the law;
- data portability to another service or product provider, upon express request, in accordance with the regulations of the national authority, subject to commercial and industrial secrets;
- elimination of personal data processed with the consent of the holder, except in cases provided by law;
- information from public and private entities with which the controller made shared use of data;
- information about the possibility of not giving consent and about the consequences of the refusal;
- revocation of consent.

It is important to note that, under the terms of the LGPD, there is no right to delete data processed on the basis of legal bases other than consent, unless the data is unnecessary, excessive or treated in non-compliance with the law.

### **1. How can the holder exercise his rights**

In order to guarantee that the user who intends to exercise his rights is, in fact, the holder of the personal data object of the request, we may request documents or other information that may assist in his correct identification, in order to safeguard our rights and the rights of third parties. This will only be done, however, if absolutely necessary, and the applicant will receive all related information.

## **7. Security measures in processing personal data**

We use technical and organizational measures to protect personal data from unauthorized access and situations of destruction, loss or alteration of that data.

The measures we use take into account the nature of the data, the context and purpose of the treatment, the risks that an eventual violation would generate for the user's rights and freedoms, and the standards currently used in the market by companies similar to ours.

Among the security measures adopted by us, we highlight the following:

- Password storage using encryption;
- Database access restrictions;
- Monitoring physical access to servers.

Even if it adopts everything in its power to avoid security incidents, it is possible that there may be a problem motivated exclusively by a third party - such as in the case of hacker or cracker attacks or, even in the case of the user's exclusive fault, that it occurs, for example, when he himself transfers his data to a third party. Thus, although we are generally responsible for the personal data we process, we are exempt from liability in the event of an exceptional situation like these, over which we have no control.

In any case, in the event of any type of security incident that may generate significant risk or damage to any of our users, we will communicate those affected and the National Data Protection Authority about the incident, in accordance with the provisions of the General Protection Law of Data.

## **8. Complaint to a supervisory authority**

Without prejudice to any other means of administrative or judicial appeal, holders of personal data who feel, in any way, injured, may submit a complaint to the National Data Protection Authority.

## **9. Changes to this policy**

This version of this Privacy Policy was last updated on: December 01st 2020. We reserve the right to modify these rules at any time, especially to adapt them to any changes made to our website, either by making new features available, or by suppressing or modifying existing ones.

Whenever there is a change, our users will be notified of the change.

### **10. How to contact us**

To clarify any doubts about this Privacy Policy or about the personal data we process, please contact our Personal Data Protection Officer, through any of the channels mentioned below:

Anderson Santana - A.S.

Co-founder & Director of Market Intelligence

Corporate email: [santanaadm@arinteligencia.com.br](mailto:santanaadm@arinteligencia.com.br)

Phones/WhatsApp: +55 (47) 99286-2820

+55 (47)3011-9595

+55 (11)2657-7272

Headquarter Address : Avenida Coronel Marcos Konder nº1207 - room 05  
ZIP CODE 88301303 - Itajaí - Santa Catarina - Brazil

Operational Unit Address: Av. Brigadeiro Faria Lima, nº4221 – 1st floor  
– Itaim Bibi – ZIP CODE 04538-133 – São Paulo – SP - Brazil