

Synergia Consultoria Urbana e Social Ltda is preoccupied with information safety, especially when it come to the privacy and protection of personal data that you might access due to your business.

Thus, the present Policy of Privacy and Protection of Personal Data must be carefully read so that the holder (which is the user of services offered by Synergia, employee, service renderer or business partner (natural person), prospect, or any natural person who might interact with our services) understand our policies and practices about the treatment of your data.

This is because when the USER interact and use the services offered by Synergia, he/she give their free and express knowledge and agreement with the terms defined herein.

Therefore, this Policy apply to holders of personal data (natural persons) who interact with the services of **Synergia Consultoria Urbana e Social Ltda**. It make public and explain, in a clear and transparent way, how your personal data are collected and used by us, at the same time it assure your privacy. It also inform how you can access and update your personal data and make decisions about how they will be treated, whenever possible.

This Policy include our data collection activities, both on line and off line, including personal data we collect through our different channels, including, - but not limited to - websites, Applications, third parties' Social Networks, Client Service, Sales Points, Researches and Events.

We can aggregate combined personal data from different sources (For instance: our website and off line events). As part of that, we combine personal data that were originally collected by different entities of **Synergia Consultoria Urbana e Social Ltda** or partners. You can consult the section "About your rights related to personal data" to obtain more information about how to oppose to it, whenever possible.

In some specific cases, deciding not to provide personal data considered necessary (we will indicate when it is the case, for example, adding this information in a explicit way in our register forms), maybe you cannot interact with our services.



1. SOURCES OF PERSONAL DATA

We collect your personal data through the following sources:

- ▶ **Website of Synergia Consultoria Urbana e Social Ltda:** Our website can be used to collect personal data. It also include the services we carry out in third parties' platforms, such as Facebook, LinkedIn and other social networks.
- ▶ **E-mail and exchange systems of instantaneous messages:** Services used to keep electronic communications between you and **Synergia Consultoria Urbana e Social Ltda**, including those made available directly by us or third parties' services, such as WhatsApp, Telegram, SMS (Short Messages Service) and similar.
- ▶ **Mobile applications of Synergia Consultoria Urbana e Social Ltda:** Mobile applications directly provided by us through third parties' services, such as Google or Apple.
- ▶ **Announcements, advertisements and on line forms:** Interactions with any type of announcements, advertisements and on line forms of **Synergia Consultoria Urbana e Social Ltda**.
- ▶ **Off line registers and physical documents:** Registers filled in off line, distributed during events and other interactions with **Synergia Consultoria Urbana e Social Ltda**.
- ▶ **Data received from third parties:** Including, but not limited to, third parties' social networks and websites such as, for example, Facebook, Instagram, LinkedIn and similar, services of data aggregators, partners of **Synergia Consultoria Urbana e Social Ltda**, public sources and data received during the acquisition of other companies.

2. WHAT AND HOW YOUR PERSONAL DATA ARE COLLECTED

During your interaction with **Synergia Consultoria Urbana e Social Ltda**, using one of aforementioned collection sources, we can collect different types of personal data as shown below.

- ▶ **Contact information:** It include any type of information that can facilitate our contact with you, including physical address of correspondence, telephone numbers, e-mail addresses, websites and profiles in social networks.
- ▶ **Login information:** It include information to identify and authenticate services provided by **Synergia Consultoria Urbana e Social Ltda**, including your register name (login), password in irrecoverable format (cryptographed) and safety questions.
- ▶ **Demographic information and your interests:** Any information that might describe your demographic data, habits or behavioral characteristics, including items such as your birthday, date of birth, age or age group, gender, geographic location, favorite products, hobbies and pastimes, other interests and family information or about your lifestyle.
- ▶ **Technical information about your computational equipment or mobile devices:** Details about your computer or another portable device that was used to access our website, services or applications, including the register of IP address used to connect your computer or device to the Internet, including the geographic location, type and version of operational system and type and version of web browser. If you access a website or application of **Synergia Consultoria Urbana e Social Ltda** using a mobile device, such as a smart phone or tablet, the collected information will also include, whenever allowed, the ID of exclusive device of your telephone, geographic location and other similar data of mobile device.



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- ▶ **Information about how you use our sites and services:** During your interaction with our websites and services, we use technologies of automatic collection of data to gather information about the actions you have taken. It can include details about which links you clicked, which pages or contents you visualized and how long and other similar information and statistics about your interactions, such as response time to content, download errors and duration of visits to certain pages. Those information are captured through automated technologies, such as Cookies (browser Cookies, Cookies Flash and similar) and web beacons, and also via tracking by third parties. You are totally free to oppose to the use of such technologies. For this purpose, please, consult the details in Section “About your rights related to personal data”.
- ▶ **Market researches and feedback of our users:** It is information that you voluntarily share with **Synergia Consultoria Urbana e Social Ltda** about your experience of use of our products and services.
- ▶ **Content generated by users:** Including any content you create and share with **Synergia Consultoria Urbana e Social Ltda** in third parties’ social networks or through upload in our website, applications and other on line and off line services, including the use of applications of third parties’ social network, such as Facebook, Instagram, LinkedIn and similar. Those data include texts, comments, articles, photos, videos, personal histories or other similar contents and medias. Whenever allowed, we collect and publish contents generated by consumers in connection with a number of activities, including disclosure of products and services of **Synergia Consultoria Urbana e Social Ltda**, contests, awards and other promotions, community resources of website, engagement of consumers and third parties’ social networks.
- ▶ **Information of third parties’ social networks:** It is any data or information which are part of your profile, that you publicly share in a third parties’ social network (such as Facebook, Instagram, LinkedIn and similar) and allow that a third parties’ network share with us. Those data can include details such as your account basic information (name, e-mail address, gender, date of birth, current city, profile picture, user ID, list of friends and similar information) and any other information or activities. We receive your profile information of third parties’ social network (or part of them) whenever you download an item or interact with an application or web service of **Synergia Consultoria Urbana e Social Ltda** in a third parties’ social network whenever you use a social network resource that is integrated to our website or interact with us through a third parties’ social network. To know more about how your information from a third parties’ social network are obtained by **Synergia Consultoria Urbana e Social Ltda** or choose not to share those social network information, visit the website of the specific third parties’ social network.
- ▶ **Finance and payment information:** Any data that **Synergia Consultoria Urbana e Social Ltda** require to handle an order or that you use to make a purchase or donation in collection campaigns, such as data of your debit or credit card (name of holder, number of card, validity date, among others) or other payment methods used.
- ▶ **Contacts with our Client Service:** Your interactions with the Client Service can be recorded or heard, according to applicable laws, to operational necessities of **Synergia Consultoria Urbana e Social Ltda**. The details of finance and payment information are not recorded. Whenever required by law, you will be informed about such record already in the beginning of your call.



- ▶ **Sensitive Personal Data: Synergia Consultoria Urbana e Social Ltda** deal with, whenever necessary, personal data considered sensitive according to the legislation in force. When it is necessary to process your sensitive personal data, for any reason, we will obtain your previous, express and formal consent in a specific and highlighted way, for specific purposes. The processing of your sensitive personal data will only occur without your consent when it is indispensable to:
 - I) meet legal or regulatory obligation by **Synergia Consultoria Urbana e Social Ltda**, when controller;
 - li) the regular performance of rights or to carry out agreements;
 - lii) to guarantee the prevention to fraud and safety of the holder.

3. ABOUT PERSONAL DATA OF CHILDREN AND TEENAGERS

Synergia Consultoria Urbana e Social Ltda, does not handle personal data of children and teenagers, except cases when there is legal provision or specific consent and with highlight given by, at least, one of parents or legal responsible, pursuant to legislation in force.

If we find out the occurrence of any treatment of this type of personal data, in a unintentional way, we will remove the personal data of that child or teenager from our records immediately, in a safe way and with record of this treatment.

4. ABOUT THE USE OF COOKIES, FILES OF RECORDS (LOGS) AND SIMILAR

Cookies are small text files that can be placed in your computer or portable device by websites or services in the web that you access. They are used to guarantee the good operation of websites and other on line services as well as to provide information to their owners.

We use Cookies to improve the use and functionality of website and other services in the web of **Synergia Consultoria Urbana e Social Ltda**, and better understand how visitors use our website and on line services as well as tools and services offered by it.

The Cookies facilitate the adaptation process of our website to your personal necessities, facilitating its use whenever possible. They also favor the receipt of feedback of satisfaction of our consumers.

Synergia Consultoria Urbana e Social Ltda, use the following types of Cookies in its website and compatible services:

- ▶ **Session cookies:** Of temporary use, they are deleted when the user closes the web browser. Upon restart and return to the website of **Synergia Consultoria Urbana e Social Ltda**, you will be considered a new visitor.
- ▶ **Persistent cookies:** They remain in your web browser until manually deleted or are deleted according to the duration period defined by the cookie. Those Cookies will recognize your return as visitor to a website or service of **Synergia Consultoria Urbana e Social Ltda**.
- ▶ **Necessary cookies:** They are strictly necessary to the operation of a website or compatible service of **Synergia Consultoria Urbana e Social Ltda**. They enable you to browse the website and use our resources.



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- ▶ **Preference Cookies:** We place those types of Cookies in the website or compatible service of **Synergia Consultoria Urbana e Social Ltda.** They can only be read by our systems.
- ▶ **Marketing cookies:** We use Cookies in propagandas and advertisements shown in third parties' websites and compatible services. We obtain information through those Cookies when you click or interact with the propaganda or advertisement. In this case, **Synergia Consultoria Urbana e Social Ltda.** Is placing a "third party's" cookie that enable us to send other advertisements that we believe are relevant or of interest based on your previous behavior.
- ▶ **Analytic cookies:** They are placed in the website of **Synergia Consultoria Urbana e Social Ltda.** by our partner companies, such as on line advertisement services. They can use the data collected by those Cookies to anonymously send you advertisements directed from other websites based on your visit to the website or compatible services of **Synergia Consultoria Urbana e Social Ltda.**

Our website and compatible services can also use other tracking technologies similar to Cookies that can collect information, such as IP addresses, register files and web beacons, among others. Those data are also used to help us adapt the website and other compatible services of **Synergia Consultoria Urbana e Social Ltda.** to your personal necessities.

See more details below:

- ▶ **IP addresses:** An IP address is a number used in the Internet or a network to identify your computer. Whenever you connect, the computer receive an IP attributed by your Internet service provider. We can register IP addresses for the following purposes:
 - Treatment of technical problems;
 - Maintenance of protection and safety of our website and other on line services;
 - Obtain a better understanding about how our website and other on line services are used;
 - Adapt our content to your necessities, depending on your geographic location.
- ▶ **Register Files:** **Synergia Consultoria Urbana e Social Ltda.**, or a third party working in our name, can collect information as register files (logs) that detail the activities of the website and collect statistics about the browsing habits of the user. Normally, those records are anonymously generated and help us to understand details such as:
 - Browser type and system used by users of our website or on line services;
 - Details about the user's session, including the URL of origin, date, time and which pages were visited in our website and compatible services and how long the user continued using them;
 - The other details of browsing or counting of clicks, including traffic reports of the website, counting single visitors and similar data.



- ▶ **Web beacons:** We can use the web beacons (or transparent GIFs) in our website. The web beacons (also known as web bugs or web beacons) are small sequences of code that enable the delivery of a graphic image on a web page with the purpose of transferring data back to us. We use the information of web beacons for different purposes, such as:
 - Understand how an user respond to e-mail campaigns;
 - Traffic reports of our website and compatible services;
 - Carry out the counting of single visitors, audit and reports of propaganda and e-mails and personalization in our website and other compatible services.

It is important to remind that you can configure your computer or portable device to reflect your wish to accept the use of Cookies or not.

Most browsers enable to define rules to notify you before accepting Cookies or simply refuse them. It is not necessary to have Cookies enabled to use or browse most of website and on line services of **Synergia Consultoria Urbana e Social Ltda**. However, in this case, it is possible that you cannot access all its resources.

We recommend you to search in the “help” button of your browser how to carry out this type of configuration. Keep in mind that if you use different browsers or even different computers and/or portable devices in different locations you will need to make sure that each one is adjusted to your personal preferences of Cookies.

As our web beacons can be part of a web page, it is not possible to opt out of this type of resource. But you can make it become completely non functional, activating the opt out resource to Cookies placed by this beacon.

5. ABOUT THE USE OF YOUR PERSONAL DATA

The items below describe the different types and purposes to which **Synergia Consultoria Urbana e Social Ltda** collect your personal data. Please observe that not all uses below are relevant to all persons and they can be applicable only to specific situations.

- ▶ **Services to user:** Your personal data are used with the purpose of rendering services to the user, including answering your doubts, questionings and suggestions. It usually require certain personal information of contact and information about the reason of your questioning, doubt or suggestion, for instance, what was your order, if there is a technical problem, question or complaint about the product, questioning in general.
 - **Reason to use your personal data in this situation:**
 - Observe contractual liabilities;
 - Carry out preliminary procedures related to the agreement of which the holder is part, upon request of the holder of data;
 - Observe legal liabilities;
 - Our legitimate interests.



- **Our legitimate interests in this situation:**
 - Continuously improve products and services of **Synergia Consultoria Urbana e Social Ltda**;
 - Continuously improve the effectiveness of our service to the user.
- ▶ **Carry out competitions, promotions and other marketing actions:** When there is legal obligation, **Synergia Consultoria Urbana e Social Ltda** use your personal data to provide information about products or services with your consent such as, for instance, marketing communications, publicity campaigns or promotions. It can be made through different communication means, including e-mail, announcements, sending messages through SMS, telephone calls and postal correspondences (as allowed by the legislation in force), in addition to our own website and/or third parties' websites and social networks. It must be highlighted that in those situations, if the consent is given, it can be revoked at any time upon communication of the holder, protected the public interest. To obtain further details about how to change your preferences about marketing communications, see the section "About your rights related to personal data" in this policy. To further information about our competitions and other promotions, see the regulations or details posted about each one.
- **Reason to use your personal data in this situation:**
 - Observe contractual liabilities;
 - Our legitimate interests;
 - We obtained your consent (when necessary).
- **Our legitimate interests in this situation:**
 - Understand which of our products and services can interest you and provide information about them;
 - Define users to new products or services.
- ▶ **Third parties' social networks and websites:** We use your personal data when you interact with functions of third parties' social networks and websites, such as "like" to provide ads and interact with you in third parties' social networks. The way those interactions work, the profile data that **Synergia Consultoria Urbana e Social Ltda** obtain about you and how to opt them out can be understood by reviewing the privacy policies directly from the respective third parties' social networks and websites.
- **Reason to use your personal data in this situation:**
 - Our legitimate interests;
 - We obtained your consent (when necessary).



– **Our legitimate interests in this situation:**

- Understand which of our products and services can interest you and provide information about them;
- Define users to new products or services.

- ▶ **Off line and on line personalization** Based on your consent (when required according to the legislation in force), **Synergia Consultoria Urbana e Social Ltda** use your personal data (i) to understand your preferences and habits, (ii) to predict your necessities, based on our understanding of your profile, (iii) improve and personalize your experience in our websites and applications; (iv) to assure that the content of our websites and applications is optimized to you and your computer or device; (v) send directed publicity and content and (vi) enable you to participate in interactive functions, whenever you decide doing so. In this situation, the use of your personal data is completely voluntary, which mean you can oppose or even remove your consent at any time, to the processing of your personal data for those purposes. To obtain further details, see the section “About your rights related to personal data” in this policy.

– **Reason to use your personal data in this situation:**

- Our legitimate interests;
- We obtained your consent (when necessary).

– **Our legitimate interests in this situation:**

- Understand which of our products and services can interest you and provide information about them;
- Define users to new products or services.

- ▶ **Processing your orders:** We use your personal data to process and send your orders, in addition to inform you about their situation, correct address and conduct verification of identity and other activities to verification of frauds. It involve the use of certain personal data and, in some situations, payment information.

– **Reason to use your personal data in this situation:**

- Observe contractual liabilities;
- Carry out preliminary procedures related to the agreement of which the holder is part, upon request of the holder of data;
- Legal liabilities;
- Our legitimate interests;
- We obtained your consent (when necessary).



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- **Our legitimate interests in this situation:**
 - Improve and develop new products and services;
 - To be more efficient to process your orders;
 - Protect our systems, networks and employee (s);
 - Fully observe legal liabilities.
- ▶ **Legal reasons or merge/ acquisition:** If **Synergia Consultoria Urbana e Social Ltda** might have its goods acquired by or merged with another company, including for reason of bankruptcy, we will share your personal data with our legal successors, observing the requirements of the legislation in force. We will also disclose your personal data to third parties (i) when it is required by applicable law; (ii) as an answer to legal procedures; (iii) as a response to a request of competent legal authority; (iv) to protect our rights, privacy, safety or property; or (v) to observe the terms of any agreement or terms of our website, products and services, according to the legislation in force.
- **Reason to use your personal data in this situation:**
 - Legal liabilities;
 - Our legitimate interests;
- **Our legitimate interests in this situation:**
 - Fully observe legal liabilities;
 - Protect our systems, networks and employee (s).
- ▶ **Other purposes and situations in general:** According to the legislation in force, **Synergia Consultoria Urbana e Social Ltda** use your personal data to other general purposes of business, such as carry out maintenance in your account, conduct internal or market researches and measure the effectiveness of our publicity campaigns. If you have accounts, **Synergia Consultoria Urbana e Social Ltda** we reserve the right to integrate those accounts in a single account. We also use your personal data to management and operation of our communications, IT and systems of safety and protection of data.
- **Reason to use your personal data in this situation:**
 - Observe contractual liabilities;
 - Carry out preliminary procedures related to the agreement of which the holder is part, upon request of the holder of data;
 - Legal liabilities;
 - Our legitimate interests;
 - We obtained your consent (when necessary).



- **Our legitimate interests in this situation:**
 - Improve and develop new products and services;
 - To be more efficient to process your orders;
 - Protect our systems, networks and employee (s);
 - Fully observe legal liabilities.

6. ABOUT THE DISCLOSURE OF YOUR PERSONAL DATA

In addition to entities that are part of **Synergia Consultoria Urbana e Social Ltda** we can share your personal data with the following types of third parties' organizations:

- ▶ **Service providers:** It include external companies that are used by **Synergia Consultoria Urbana e Social Ltda** to help with the operation of our business. The selected service providers and employee (s) are only authorized to access your personal data in the name of **Synergia Consultoria Urbana e Social Ltda** to specific tasks that are requested to them based on our direct instructions. Our service provides are contractually obligated to keep your personal data confidential and safety and, in case of violation, they are jointly liable according to the legislation in force.
- ▶ **Agencies of credit analysis, charging debts and financial services;** According to allowed by applicable law, the agencies of credit analysis and/or charge of debts are external companies that **Synergia Consultoria Urbana e Social Ltda** can use to help us to verify the situation of your credit or collect expired payments.
- ▶ **Third parties' companies that use personal data for their own marketing purposes:** Except situations when you provided your consent in a specific way for this purpose, **Synergia Consultoria** does not license or sell your personal data to third parties' companies for their own marketing purposes. In cases when this type of sharing occur, the identity of those third parties' companies will be disclosed before the obtainment of your consent.
- ▶ **Third parties that use your personal data for legal reasons or due to merger/acquisition:** We will disclosure your personal data to third parties for legal reasons or in the context of a merger or acquisition at **Synergia Consultoria Urbana e Social Ltda**.

7. ABOUT WITHHOLDING AND END OF TREATMENT OF YOUR PERSONAL DATA

According to the General Law of Data Protection, we use your personal data for the necessary time to meet the purposes to which they were collected, as described herein, or to observe other legal or regulatory liabilities where the withholding of those data is necessary.

The personal data will be exclusively used to provide a personalized experience and they will be kept for the allowed time.

You can obtain further details about the withhold of your personal data through the communication channels detailed herein, in the section defined below "How to be in Contact".



When it ends the treatment of your personal data, they will be eliminated within and in the technical limits of activities, authorized their conservation, on the following cases, to:

- I) meet legal or regulatory obligation by **Synergia Consultoria Urbana e Social Ltda**, when controller;
- li) Exclusive use of it provided that there is anonymization of those personal data;
- lii) Study by research agency (with anonymization or personal data, whenever possible);
- Iv) Transference to third parties provided that it is observed the treatment requisites set forth in the General Law of Data Protection.

8. ABOUT THE DISCLOSURE, STORAGE OR TRANSFERENCE OF YOUR PERSONAL DATA

Synergia Consultoria Urbana e Social Ltda adopt adequate steps to assure that your personal data are kept in a confidential and safe way. Nevertheless, those protections are not applicable to personal data you might have chosen to share in public areas, such as third parties' social networks.

- ▶ **People who can access your personal data:** Your data will be processed by our employee (s) or specific authorized agents, when necessary to carry out their functions, depending on specific purposes to which your personal data were collected.
- ▶ **Steps taken in operational environments:** We store your personal data in operational environments that use technical safety, administrative and organizational steps to prevent any type of unauthorized access. We follow reasonable information safety protocols to protect your personal data.
- ▶ **Steps that Synergia Consultoria Urbana e Social Ltda expect you to take:** It is important that you also have a role in keeping your personal data safe. When you create an on line account, make sure to choose a strong password to avoid unauthorized parties to guess it. We recommend you to never disclosure or share your password with other people. You are the single responsible party for keeping it confidential and any action carried out through your account in the websites and compatible services of **Synergia Consultoria Urbana e Social Ltda**.

If you use a shared or public computer, never choose the option of remembering your login name, e-mail address or password and make sure you left your account (made the log out) whenever you leave the computer. You must also use any privacy configurations or controls we might provide in our website, services or applications, including those considered optional.

- ▶ **Transference of your personal data:** Considering the nature of our business, it is possible we have to transfer your personal data stored within Synergia Consultoria Urbana e Social Ltda to third parties according to the purposes defined in this Policy of Privacy. Therefore, we can transfer them to other countries, provided that they have compatible laws and regulations with those in force in Brazil.



9. ABOUT YOUR RIGHTS RELATED TO PERSONAL DATA

You can carry out any of your rights specified below upon request, contacting **Synergia Consultoria Urbana e Social Ltda.**

- ▶ **Right of access:** You can request and receive a copy of your personal data that we have. Furthermore, you can request clarifications about how we obtained your personal data, which criteria we used, what is the treatment purpose and with whom we share your personal data.
- ▶ **Right of rectification:** You can request the rectification of personal data that are incomplete, inaccurate or out of date upon verification of validity of data you provide us.
- ▶ **Right of anonimization, block or elimination:** You can request the anonimization, block or elimination of personal data you consider to have been treated in a discrepant way with this policy or discrepant with the applicable protection legislation of personal data.
- ▶ **Right of opposition:** You can oppose to the treatment of your personal data that are carried out without your consent if you understand that this treatment is violating your rights. In those cases, we can demonstrate that we have legitimate reasons to treat your personal data according to this policy, legislation of privacy and protection of data in force and to provide our services in a proper way.
- ▶ **Right of exclusion:** You can request the exclusion of your personal data stored at Synergia Consultoria Urbana e Social Ltda that are no longer necessary or relevant to provide the services, provided that we do not have another reason to keep them, such as to observe legal or regulatory liability to withhold data or protect the rights of Synergia Consultoria Urbana e Social Ltda
- ▶ **Right of not giving consent:** You can refuse the treatment of persona data carried out based on your consent at any moment. But if you remove your consent it is possible that we cannot offer part of services in an adequate way and we will inform you if it is the case.
- ▶ **Right of review:** You can request the review of decisions made solely based on automated treatment, if you understand they are impacting your interests.
- ▶ **Right of portability:** You have the right to request the portability of your personal data in structured format and inter operable.
- ▶ At any time, you can also **limit the use and disclosure or revoke the consent** to any of our activities of processing of your personal data, except the cases when it is necessary to withhold to observe contractual, legal or regulatory liability or protect public interests.

Those rights can be carried out through the communication channels specified herein, being necessary the validation of your identity by means of provision of a copy of ID card or equivalent identification means pursuant to the legislation in force.



10. WHAT ARE YOUR CHOICES ABOUT HOW WE USE AND DISCLOSE YOUR PERSONAL DATA

Synergia Consultoria Urbana e Social Ltda strive to give you freedom of choice over the personal data you provide us. The following mechanisms give you control over the treatment of your personal data:

- ▶ **Cookies/Similar Technologies:** You can manage your consent using:
 - Our consent management solutions;
 - The configurations of your browser to refuse some or all Cookies and similar technologies or warn you when they are not being used.
- ▶ **Publicity, marketing and promotions:** You can consent to your personal data be used by us to promote products or services through verification boxes located in the register forms or answering questions presented by our representatives.

If you decide you no longer wish to receive those communications, you can cancel your subscription to receive communications related to marketing at any moment following the instructions provided in those communications.

To cancel the subscription of marketing communications sent by any mean, including third parties' social networks, you can choose to leave at any time, canceling your subscription, through the links available in our communications, logging in our websites, applications, compatible on line services or third parties' social networks and adjusting your user preferences. The section "Talk to Us" is available for this purpose.

It is important to remember that even with the cancellation of subscription to our marketing communications, you will continue to receive administrative communications of **Synergia Consultoria Urbana e Social Ltda**, such as requests, confirmations of transaction, notifications about your activities of account in our websites and compatible services and other important advertisements not related to marketing.

- ▶ **Personalization (Off line and on line):** Whenever allowed by law, if you want your personal data to be used by us to provide you a personalized experience or directed publicity and content, you can indicate it through relevant checking boxes located in the register form or answering questions presented by our representatives.

If you decide that you no longer want to benefit from this personalization, you can choose to leave at any time, logging in our websites, applications and compatible services and selecting the user preferences in the profile of your account or contacting our "Talk to Us" section.

- ▶ **Directed publicity:: Synergia Consultoria Urbana e Social Ltda** can carry out partnerships with networks of ads and other providers of services or ads that present advertisements and other announcements in our name or in the name of other non affiliated companies. Some of those advertisements can be adjusted to your interests based on information collected in websites and other compatible services of **Synergia Consultoria Urbana e Social Ltda** or websites of non affiliated organizations.

You can contact us using the communication channels specified herein to obtain more information about how to manage or cancel your participation in directed publicity.



11.AMENDMENTS IN OUR POLICY OF PRIVACY

This Policy will be updated whenever we decide to change the way we treat your personal data. WE reserve the right to amend our practices and this Policy at any time, provided that it is kept the compliance with legislation in force.

We recommend you to access it frequently, or whenever you have doubts, to consult any updates or amendments to our Policy of Privacy.

12.HOW TO CONTACT

If you want to carry out any rights provided herein or in relevant legislation, or you have doubts, comments or suggestions related to this Policy you can make contact through the following channels:

- ▶ **Party in Charge of Treatment of Personal Data:**
 - dpo@synergiaconsultoria.com.br
- ▶ **Privacy Portal:**
 - <https://www.synergiaconsultoria.com.br/privacidade>
- ▶ **By telephone:**
 - 55 11 3087-0660
- ▶ **In person or through conventional mail:**
 - Av. Ipiranga, 104 - 13° andar República São Paulo - SP CEP: 01046-010

Synergia Consultoria Urbana e Social Ltda will receive, investigate and answer, within 48 hours, any request or complaint about the way we treat your personal data, including complaints about disrespect to your rights under the laws of privacy and protection of personal data in force.