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# Privacy Policy

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Hello!

## We are happy with your visit!

In order for our relationship to be always based on trust and transparency, it is very important that you are aware of how we act with regard to your privacy.

So please take a look at what our **Privacy Policy** says about this matter. There we will explain to you how we handle the personal data you provide us with when you browse our website and our content pages, and how much this helps us to offer you a unique, individual and personalized experience.

We do our best to make  
the use of our website  
and our content pages as  
rich and interesting for  
you as possible!



**However, if you disagree with the terms of this Policy**, we will unfortunately have to stop engaging with you – we recommend that you stop browsing our site.






**Now, if you agree with our Policy** and wish to continue interacting with us, just click the "accept" button and start a rich relationship with us! By accepting our Privacy Policy you consent (freely, informed and unequivocally) to all the terms of this document, okay?

If you have any question or would like to give us feedback, please contact us by email at [dpo@cesar.org.br](mailto:dpo@cesar.org.br).

## First of all...

It is important for you to know that we comply with the Brazilian General Data Protection Law (LGPD), which grants you several rights over your personal data. Thus, we seek to adopt the best practices to protect the data you share with us.

In compliance with the LGPD, we make three fundamental commitments to you:

-  We will only request the personal data that is strictly necessary for the purpose informed;
-  We will not share your personal data with third parties, except those mentioned on the registration page (when applicable);
-  We respect your rights as the owner of this data and commit to delete your data from our database at any time, upon your request to the email [dpo@cesar.org.br](mailto:dpo@cesar.org.br).

# How is your data collected?



## Through forms:

During our relationship we may ask you for some information, such as your name, phone number, email, position and company you work with (among other information), based on the legal bases of Consent or Legitimate Interest of the Controller. If you wish, you may request at any time that this information be deleted from our databases by sending an email to [dpo@cesar.org.br](mailto:dpo@cesar.org.br) ; and



## Through cookies:

It is through cookies that we collect technical information about your browsing on our website, such as: the IP of your device, your geolocation and the browser used for access. This information is used so that we can confirm that it is really you who is visiting us and thus offer you relevant content, a more personalized navigation and facilitate your access to our content. It is worth emphasizing that only the cookies that are essential to this purpose will be enabled, ok? But you can manage them directly from your browser if you want to keep your browsing anonymous or more personalized.

# And what do we use your personal data for?

- ✓ To adapt some aspects of our website to your tastes so as to offer you a better user experience;
  - ✓ To publicize job opportunities in our selection processes;
  - ✓ To identify your preferences and thereby create new offers and content that is of interest to you;
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- ✓ To contact you in order to share relevant content that may be of interest to you;
  - ✓ To share with you our news, actions, offers, events and campaigns;
  - ✓ To start a relationship journey with you and maybe find out opportunities for you to become our customer or partner.

# But on what legal basis do we rely?

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In case you already are our partner or customer, we can use the legal basis of *legitimate interest of the controller*, whereas if you are visiting us or looking for content on our site we will use the legal basis of *consent*.

# And when do we need to share your personal data?

We only share your personal data when strictly necessary, in connection with platforms or partners we use to generate more relevant content for you.

This sharing will take into account the legal bases already mentioned, as well as the “legal obligation” basis or “judicial proceedings” (in the case of item 4 below). In practice, this happens in the following circumstances:

1. **RD Station:** the tool we use to send you emails with our content;
2. **SalesForce:** customer relationship platform we use to store data about proposals, contracts and other information about (already formalized or potential) customers and partners;
3. **CESAR Partners:** organizations CESAR partners with to develop studies, surveys and other content on an ad hoc basis in specific campaigns – in these cases you will always be informed at the time of your registration if we were to share your data with these partners;



**4. Outsourced Companies:** companies hired by CESAR to carry out the maintenance of our website – they take responsibility for not using your data for any purpose;

**5. Competent Authorities:** in accordance with Brazilian legislation and only with a court or administrative order issued by a public entity.

Even if we need to share your personal data, those who have access to them will commit themselves to strictly abide by the terms of this policy.

## And for how long will we retain your data?

We will keep your personal data for as long as necessary to serve you in the best way possible and offer you the best experience on our website and with our content.

As soon as this purpose is achieved, your personal data will be deleted from our databases, unless there is a legal obligation that compels us to keep it longer.

In addition, whenever we update any item of our privacy policy we will ask you to renew the consent you may have given us, and if you don't do so your personal data will be deleted within a maximum of 30 days.

But remember, you can withdraw your consent at any time. If you wish to stop receiving our communications, just unsubscribe in the footer of our emails, and if you wish to delete your data from our database, simply request us to exclude them any time (see below how).

**You  
own  
your  
data!**

At any time, free of charge and without the need of any justification or prior notice, you may contact us to exercise your rights as the owner of your personal data. This includes withdrawing the consent you may have given us and requesting the deletion of your data from our database.

**Simply contact us by email at [dpo@cesar.org.br](mailto:dpo@cesar.org.br).**

## Can this policy be changed?

Yes, at any time, but always in compliance with the LGPD and with the commitment to keep you informed. Every time there are changes we will ask you to let us know if you still agree with our Policy.

## And in case of disagreements?

We trust that our relationship will always be beneficial to everyone involved. However, if by any chance this is not possible and some disagreement arises, we understand that disagreements are solved amicably, with respect and empathy. We inform you once more that this Privacy Policy is governed by Brazilian legislation.



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