

## NOTICE OF PRIVACY

O OPICE BLUM, BRUNO E VAINZOF ADVOGADOS ASSOCIADOS, founded in 1997, is the pioneer in Digital Law, with solid experience also in Data Protection. Our vocation is to provide specialized and innovative legal services to guide our clients in digital evolution.

That is why the way we treat your personal data is so important. We also want to maintain our relationship of transparency and trust with you in digital media.

We only process personal data as long as necessary and appropriate for the purposes that base the collection, always observing the legal bases of the treatment. So we can keep data for compliance with legal or regulatory obligation, regular exercise of right, legitimate interest or with your consent.

We are located at Alameda Joaquim Eugênio de Lima, 680, 1º andar - Jardim Paulista, São Paulo/SP CEP 01403-000.

You can contact us through the following channels: [contato@opiceblum.com.br](mailto:contato@opiceblum.com.br), +55 11 21890061 and social nets [f](#) [@](#) [v](#) [i](#) [n](#) [z](#) [o](#) [f](#) @opiceblum.

### PROCESSING OF PERSONAL DATA

#### Provided directly by you:



Name and e-mail address provided directly by you at the **contact** or for our **newsletter**.



We use this data to respond your message and to send you our exclusive newsletters and reports on Digital Law and Data Protection.



If you no longer want to receive our communications, just let us know at **dpo@opiceblum.com.br** (data protection officer - in charge of handling personal data).

#### Treated indirectly:



Through cookies and third-party plug-ins sent to your browser by WordPress to our content management system.



Some are strictly necessary for the functioning of the website, others we use to obtain analysis of the navigation pattern for continuous improvement of the content.



It is not possible for us to identify the user / holder of personal data from them.



To comply with the legal obligation of the Internet Civil Mark (art. 15), we collect the date, time and IP of access to the site.

#### Data of children and adolescents:



Our content is not aimed at children and adolescents. For this reason, we do not make an age assessment or purposely collection of their personal data.

#### Data sharing:



We do not sell your data to third parties.



We only share your data with third parties in order to serve the purposes already expressly mentioned, such as sending newsletter, which takes place through the outsourced platform **MailChimp**, and to host our website at **GoDaddy**.



With data carriers, these companies will only be able to treat them according to the purposes established herein.

### YOUR RIGHTS



You, as the holder of your personal data (be it your name, e-mail, IP, your geolocation, navigation pattern, etc.), have the right over them. The Internet Civil Mark guarantees that you have clear information on the collection, use, storage and protection of personal data on the Internet (Article 7, VIII). The Brazilian Law of General Protection Data (Lei Geral de Proteção de Dados – LGPD) enlarges these rights (article 18).



LGPD guarantees that the holder of personal data has at any time and upon request:

- **Confirmation** of the existence of the processing;
- **Access** to the data;
- **Correction** of incomplete, inaccurate or outdated data;
- **Anonymization, blocking or elimination** of unnecessary, excessive data or the ones processed in non-compliance with the LGPD;
- **Data portability** to another service or product supplier, upon express request, in accordance with the regulations of the national authority, in compliance with the commercial and industrial secrets;
- **Elimination** of personal data processed with the consent of the holder, except in the event of compliance with legal or regulatory obligation by the controller and study by a research body, ensuring the rendering of the personal data anonymous whenever possible;
- **Transfer** to a third party, since the data processing requirements provided for in the LGPD or exclusive use of the controller are complied with, being their access by a third party prohibited, provided that the data are rendered anonymous;
- **Information** on public and private entities with which the controller **shared data use**;
- Information on the possibility of **not giving consent** and on the **consequences of the refusal**; and
- **Revocation of consent**, by means of a free and facilitated procedure, ratifying the processing carried out under the protection of the previously expressed consent.



We do not carry out the automated processing of personal data.



If you have any request, please contact by email **dpo@opiceblum.com.br**.

### CONTACT

The Data Protection Officer is responsible for conducting and guiding the office, aiming at permanent compliance with data protection rules.

With this notice, we aim to be as transparent as possible in respect to the processing of your personal data. If you want more information or to exercise any of the above mentioned rights, please contact our Data Protection Officer by email **dpo@opiceblum.com.br**.