

# TERMS, CONDITIONS, PRIVACY AND SECURITY POLICY

This site is the sole and exclusive property of IMAFLORA with head office in the city of Piracicaba/SP, Estrada Chico Mendes, 185, Sertãozinho, CEP 12426-420 registered in the corporate taxpayers' registry [CNPJ] under no. 00.580.567/0001-84. The purpose of this Privacy and Security Policy is to inform you about our practices regarding the collection, use and disclosure of information and the treatment of personal data that you may provide to Imaflora through this website.

We recommend that you read this Privacy and Security Policy in full before using or providing information to this site.

Our Privacy and Security Policy was written following the General Data Protection Law (GDPL), Law no. 13.709 of 14 August 2018, which addresses the processing of personal data, including in digital media, by natural person or legal entity of public or private law, with the purpose of protecting the fundamental rights of freedom and privacy and the free development of the individuality of the natural person.

## Designations

IMAFLORA = INSTITUTE OF FOREST AND AGRICULTURAL MANAGEMENT AND CERTIFICATION - IMAFLORA  
SITE = IMAFLORA's institutional site available at [www.imaflora.org](http://www.imaflora.org) and its sub-pages.

## Concept

Imaflora respects and cares about the privacy and security of its users and guarantees absolute confidentiality of information acquired through its website. For this purpose, it adopts the following concepts:

- ✓ Personal Data: all information relating to an identified or identifiable natural person
- ✓ Sensitive Personal Data: data related to racial or ethnic origin, religious belief, political opinion, membership of a trade union or religious, philosophical or political organisation, data concerning health or sex life, genetic or biometric data
- ✓ Treatment: any operation carried out with personal data, such as those relating to collection, production, reception, classification, use, access, reproduction, transmission, distribution, processing, filing, storage, elimination, evaluation or control of information, modification, communication, transfer, dissemination or extraction  
Subject: natural person to whom the personal data subject to processing belongs to  
Consent: free, informed and unambiguous manifestation by which the subject agrees to the processing of his/her personal data for a specific purpose.

## Consent

Whenever you provide information through this site (or platform or system), you are consenting to the collection, use, and disclosure of the information in accordance with this Privacy and Security Policy and applicable law.

Our commitment is to maintain the absolute secrecy of all information provided by our users and obtained through our website, respecting the exceptions provided for in this Privacy and Security Policy and applicable laws.

We agree not to sell, share with third parties not directly linked to Imaflora or carry out international transfers of your personal data without your prior consent.

## Collection of Active (Direct) Information

This site actively collects information from its visitors not only by asking specific questions but also by allowing you to communicate directly with us via e-mail and/or registration forms.

Some of the information you provide may be personal data, i.e. information that can individualise you, such as your full name, address, e-mail address, telephone number, etc.

Some areas of this website may require you to provide information in order to make use of this specific data (such as sending newsletters, sending promotional materials such as publications, invitations for events/training/courses/research, general news about Imaflora, indirect participation in analyses of public behaviour on the website that may be carried out by Imaflora, among other specific communication actions). You will be informed at every collection point about which information is compulsory and which is optional and the consequences of a negative answer.

Our site uses cookies to store your settings, recommend content, target ads, collect statistics and enable you to use it correctly. This information is shared with third parties. By using our website, you agree to the use of cookies.

A cookie, within the framework of the HTTP communication protocol used on the Internet, is a small computer file or data packet sent by a website to the user's browser when the user visits the site. Every time the user visits the site, the browser sends the cookie back to the server to notify former activities.

Cookies are designed to be a reliable mechanism for websites to remember information about user activity.

We, therefore, request information when you:

1. register as an individual or a company
2. send a message through the "Contact Us"
3. register to receive general information by email (subscribers' e-mail list)
4. carry out transactions, such as institutional giving;
5. report an issue
6. register to download publications
7. sign up to receive requested quotes
8. register for job or service positions
9. register to visit Imaflora's head office
10. In the case of the "subscribed mailing list" you can cancel your registration at any time by contacting our team through the e-mail [imaflora@imaflora.org](mailto:imaflora@imaflora.org), informing your full name, CPF individual taxpayers' ID card number and telephone number so that we can identify you more quickly or, if you prefer, by telephone +55 19 3052-8200.

When browsing the website, certain information may be obtained indirectly, i.e., without a direct request, due to the use of various technologies and means, such as: internet protocol addresses, internet tags, browsable data collection. This site may use Internet Protocol (IP) addresses. A protocol address (IP) is a number that identifies your computer and is set by your Internet service provider so that you can access the Internet and generally does not identify personal data because in most cases the IP address is dynamic (changes with each Internet access) rather than static (unique for users' private use).

**"internet tags"** (also known as single-pixel GIFs, clear GIFs, invisible GIFs, and 1-by-1 GIFs):

are smaller than "cookies" and send information about the IP address and browser type referring to the visitor's computer to the website provider. This site uses "Internet tags". Internet tags were placed on the online ads that attract people to the site, as well as to

the different pages of the site. These "Internet tags" show how many times a page is opened and what information is searched.

We do not collect or search for personal data through these tags.

**"Nautical Data"** ("log files", "server logs", and "clickstream" data): are used in system management to improve site content, market research, and transmit information to visitors. This site uses "log files" and "server logs".

**"Google Analytics"**: records user data without personal identification and generates general reports. When navigating through the Imaflora site, this tool tracks the movement and reads the behaviour of visitors on the site, such as browsing time, page views, most accessed pages, number of sessions, how many visitors are new or recurrent, how many and which downloads were made, which destination the visits came from, which device was used to access the site (whether mobile or computer) and the behavioural browsing flow. In addition, data such as demographic information and interests are also recorded and these include overview reports, as well as age group, gender and interest category reports.

### **Use of information**

The information you provide will be kept confidential and will only be used to reach the target audience of Imaflora in online campaigns. If you provide personal information to this site, we may combine such information with other information obtained indirectly. Imaflora, however, will take all necessary measures to prevent such information, combined or not, from being disclosed. Personal and individual information will not be sold or passed on by Imaflora to third parties under any circumstances, except in cases where such information is essential to the proper performance of the contracted activity (for example, delivery of promotional material), when required by law or court order or in other cases provided for in the GDPR. Imaflora reserves the right to produce aggregate statistical analysis of the characteristics or behaviour of its users for the purpose of measuring interest in the search for products and services offered on its website. Such analyses may, at the sole discretion of Imaflora, be informed to its commercial partners, used in promotional or advertising material, published on the site in the form of news or quoted in press releases or journalistic articles, without, however, referring to individual persons. Anonymous personal data is not subject to the GDPR.

In addition to the above, we will make full use of the information acquired through the website that does not individualise people. We do not send any kind of material, either by email or mail, unless you choose to receive it and make the choice clear when filling out one of our forms.

### **Imaflora Communication**

#### **Use of information**

**Event, research, course and training forms:** this data is recorded to exchange information regarding the event, course or training in question, to send an access link, map and analyse audiences interested in certain activities and topics, generate a contact database segmented by interests for relationships and future suggestions for similar content and opportunities via email.

This data may be shared with investors and partners if the research, course or training is part of a project or service with financial and contractual links and for accountability/transparency purposes as well as to monitor the impact of a particular project or service. This data will not be shared with third parties without prior consent.

**Contracts:** this data is recorded for the purpose of preparing the service contracts offered, as well as for the payment for the service provided. The data may be shared with investors and partners of the project or service and for accountability/transparency purposes.

**Social networks:** this data is recorded for mapping and analysing the audience profiles of a given page, which enables future communications and the sending of content via segmentations established by relevance and interests through social networks, and when attracting new leads, by e-mail. The data may be shared with

third parties duly linked to the institution for the aforementioned analysis and future communication. This data will not be shared with third parties without prior consent.

**Website and registration forms within the platform:** this data is recorded for the mapping and analysis of audience profiles and behaviour to enable improvements on the platform and user experience, contact for explanations and forwarding in cases of complaint, as well as future communication and the sharing of content via segmentation established by audience profile, relevance and interests via social networks, email and/or Google ADS.

This data may be shared with third parties duly linked to the institution for future analysis and communication. This data will not be shared with third parties without prior consent.

**Payment requests:** this data is recorded for compliance with the payment protocol and financial administrative control of the service provided. This data will not be shared with other third parties without prior consent.

**Mailing:** the data recorded via social networks, website and course forms, events, training and surveys, is stored and used to send email marketing containing content, publications, news and relevant opportunities aligned with the interests of the user. This data will not be shared with third parties without prior consent.

**Audiovisual and graphic materials:** data, such as images, names, titles, activities, territories or other necessary information, is recorded to compose and convey the reality and the positive impact carried out and supported by the institution via publications, graphic media and/or videos, and may be shared with third parties linked to the institution, such as partners, clients and/or investors of the projects or services. The data may be disseminated through social networks, websites, internal and external presentations and/or in courses, training sessions and events.

**Authorization of image use for audiovisual and graphic media:** the data and signature requested is registered and stored to document the consent to use the information mentioned in the item above. This data will not be shared with other third parties without prior consent.

**Donations:** The data requested is recorded for compliance with the fund-raising protocol via an individual for the purpose of financial administrative control and accountability/transparency of the funds received and their specific investment. In addition, the information collected enhances the relationship with the donor by enabling them to track the use of the donated amount, be informed and solve possible setbacks in the financial procedure and receive content and gifts related to the donation via email, Whatsapp or mail. This data will not be shared with other third parties without prior consent.

**Application:** the data requested is recorded for the applicant's knowledge and for the institution's assessment of the profile. In some cases, the data may be shared with third parties, such as, for example, HR companies hired for the procedure, partners who work together in the project or service requiring the hiring and/or investors of the specific project or service. In addition, the information is used for contact purposes in the event of approval in the qualifying phases and information/positioning in the case of disqualification. The storage of the data may also be used for future contacts in the case of new opportunities through the non-classification of the application in question. This data will not be shared with other third parties without prior consent.

#### **Access to Update or Delete Data**

To keep your personal data accurate, up to date and complete or to delete it, please email our team at [dpo@imaflora.org](mailto:dpo@imaflora.org) or call +55 19 3452-8200 or through the website [Request of Holders](#) requesting the desired action and sending the updated data, if applicable, and informing your full name.

If you wish to report any improper use of data by Imaflora, please fill in this [form](#) and provide as much information as possible so that we may assess and handle the complaint.

We also offer the option of [unsubscribe](#) from our contact database at the bottom of every email sent by Imaflora.

### Links to other websites

This website may contain links or references to other websites. Please be aware that we do not control other websites, therefore, this Privacy and Security Policy does not apply to them. We recommend that you read the Privacy Policy of every website you visit.

### Information security

We will take all reasonable steps to protect your personal information when transferring data from your computer to this website in that which refers to loss, unauthorised access, disclosure, change or destruction. You should be aware, however, that no Internet transmission is 100% secure or error-free, so we recommend to keep your anti virus up to date. In addition, it is your responsibility to take measures to keep passwords, ID numbers or other special access features on this website safe.

Our payment transaction system is designed to provide choices regarding the privacy of your credit card information, name, home address, email address and any other information you have provided to us. Imaflora is committed to maintaining the security of data regarding any information collected on our website. We also do not store your credit card information after your transaction has been completed. Through your browser, we offer the industry standard security measures available, known as SSL.

**AntiSpam:** Some internet service providers have offered their users AntiSpam tools to avoid receiving unwanted emails. These tools block emails that have not been authorised by the user. If you have an active AntiSpam tool on your computer, you may not receive promotional and informative emails from Imaflora. To avoid this inconvenience, add Imaflora to your contact list. Only then will you be able to receive our emails normally. If you need more information, contact your access provider.

**Donation:** The data filled in the donation form is protected, which makes the website completely secure. Credit card information and passwords are encrypted and Imaflora employees are not able to view this data. You can also cancel your recurring donation at any time by simply sending an email to [imaflora@imaflora.org](mailto:imaflora@imaflora.org) requesting to cancel your recurring donation. Depending on the due date of your credit card, an additional instalment may be charged. If you prefer, contact us via the e-mail [imaflora@imaflora.org](mailto:imaflora@imaflora.org), informing your full name and CPF individual taxpayer ID card number. You can also contact us by phone at +55 19 3429.0800.

### Changes in this Privacy and Security Policy

This Privacy and Security Policy may be changed wholly or partially from time to time by Imaflora; therefore, the user should check it periodically, especially before providing any personal data. This Policy does not create any contractual relationship between Imaflora and any other party. This Privacy and Security Policy was updated on November 19, 2021.

### How to contact us

If you have any questions, comments, or concerns about this Privacy and Security Policy or the information on this site, please contact us through these channels:

1. Website: <https://www.imaflora.org/central-de-relacionamento>
2. E-mail [dpo@imaflora.org](mailto:dpo@imaflora.org)
3. Phone: +55 19 3452-8200
4. Letter: INSTITUTE OF FOREST AND AGRICULTURAL MANAGEMENT AND CERTIFICATION - IMAFLORA, with head office in the city of Piracicaba/SP, Estrada Chico Mendes, 185, Sertãozinho, CEP 12426-420 registered in the corporate taxpayers' registry [CNPJ] under no. 00.580.567/0001-84.

5. Data Supervisor: Rafael Carvalho, [rafael.santos@crowe.com.br](mailto:rafael.santos@crowe.com.br) Crowe Macro - +55  
(11) 5632-3733