



**This Privacy Policy, as well as all other related policies, rules, or procedures, shall be governed by and construed in accordance with the laws of Brazil and shall be interpreted in its original language, Portuguese. The English translation of this Privacy Policy is for informational purposes only and shall not be binding.**

## **WE RESPECT YOUR PRIVACY AND PERSONAL DATA**

The protection and ethical and responsible use of your personal data are of great importance to FIESP. This Privacy Policy clarifies how we obtain, store, use, share, and protect personal data on our websites and applications. Therefore, we recommend that you take a few minutes to understand how we handle your personal data.

We reaffirm our commitment to privacy and security in accordance with the provisions of the General Data Protection Law (LGPD), among other applicable laws.

If you have a greater interest in the topics of Privacy, Personal Data Protection, and the General Data Protection Law (LGPD), be sure to check out our LGPD guide and the SENAI's free online course on Privacy and Data Protection.

## **FREQUENTLY ASKED QUESTIONS**

### **1. WHO DOES THIS PRIVACY POLICY APPLY TO?**

This Privacy Policy applies to individuals who access, register, or visit the FIESP website, applications, and other websites.

It is important to note that this Privacy Policy is specific to the use of this site and other FIESP websites and applications. Therefore, it does not apply to third-party websites, social networks, and/or other providers that you may access or be redirected to from links on our site.

To ensure your security, we recommend that you check the regulations and data protection guidelines of the respective providers and accessed sites.

Remember that FIESP cannot be held responsible for data provided by you to third-party websites, social networks, and/or other providers.

### **2. WHAT IS DATA PROCESSING?**

Data processing is any operation, digital or not, carried out with personal data, involving collection, production, reception, classification, use, access, reproduction, transmission, distribution, processing, filing, storage, elimination, evaluation, control, modification, communication, transfer, dissemination, or extraction of information.

- **Access:** the ability to communicate with a device, storage medium, network unit, memory, record, file, etc., to receive, provide, or eliminate data.
- **Storage:** the action or result of maintaining or preserving data in a repository.
- **Filing:** the act or effect of keeping a record even if it has lost validity or its validity has expired.
- **Evaluation:** the act or effect of calculating value on one or more pieces of data.



- Classification: a way of ordering data according to some established criteria.
- Collection: gathering data for a specific purpose.
- Communication: transmitting information relevant to data action policies.
- Control: action or power to regulate, determine, or monitor actions on data.
- Diffusion: the act or effect of disclosure, propagation, multiplication of data.
- Distribution: act or effect of arranging data according to some established criteria.
- Elimination: act or effect of excluding or destroying data from the repository.
- Extraction: act of copying or removing data from the repository where it was located.
- Modification: act or effect of altering the data.
- Processing: act or effect of processing data.
- Production: creation of goods and services from data processing.
- Reception: act of receiving data at the end of transmission.
- Reproduction: copying of pre-existing data obtained through any process.
- Transfer: change of data from one storage area to another, or to a third party.
- Transmission: movement of data between two points through electrical, electronic, telegraphic, telephonic, radioelectric, pneumatic devices, etc.
- Use: act or effect of utilizing data.

### **3. WHAT IS FIESP'S ROLE IN PROCESSING THE PERSONAL DATA COLLECTED ON THE PORTAL?**

If you register or interact on the FIESP website, applications, and other websites, we will have the function of deciding on actions related to your information, acting as the Controller of your personal data.

But rest assured. Our conduct follows the provisions of the LGPD and respects the purposes we inform in this Policy, transparently.

### **4. WHAT PERSONAL DATA IS COLLECTED?**

On the FIESP website, applications, and other websites, if you are interested in any information or service offered, depending on the situation, you may need to register to be identified by a login and password. If you are not registered yet, we will request some of your personal data for identification purposes.

Personal data will be collected in the following situations:

- When submitted by you at the time of your registration, navigation, interaction, acquisition, and use of the FIESP website, applications, and other websites.
- Automatically through cookies and/or similar technologies.
- From authentication information through a partner account such as Facebook or Google, with prior authorization.



The data collected on the FIESP website, applications, and other websites may include, but are not limited to:

- **REGISTRATION DATA**
- **PROFESSIONAL DATA**
- **ELECTRONIC RECORDS**
- **OTHER DATA**

Additional information may be requested in our registration or event registration forms to segment your interests and direct communications.

If you choose to register using your Facebook login and password, we will collect the following data (at the time of linking the social network account to the FIESP website, applications, and other websites):

- Facebook ID, email, date of birth, and cell phone (if you have authorized this sharing and have this data registered on the social network).

If you use a Google account, only the email and registered name will be collected. The other necessary information for registration mentioned above will be requested later and collected to complete the registration process by FIESP.

Remember. You are responsible for the accuracy of the provided data. FIESP has no responsibility for any damages resulting from the falsity and/or inaccuracy of the information. If FIESP finds that any information provided by you is false, incorrect, outdated, or incomplete, we have the right to suspend or cancel your registration immediately, without notification, and refuse any present or future use of services that require specific registration. You must keep your login and password secure. In case of suspicion of unauthorized use of your access data by third parties, inform FIESP and immediately change the site access password.

## **COOKIE DATA**

Cookies are small text files stored on your machine with an access identifier that record data from your navigation through the pages of the FIESP website, applications, and other websites.

Cookies are used to analyze how visitors use our portal or websites to improve navigation between pages and the direction of marketing campaigns.

- **Functional:** essential for the functioning of the website, such as user session control and secure login provision. Without them, our websites would not function optimally.
- **Analytical:** the information provided allows us to analyze visitor behavior patterns and their use of the site. This information is used to improve the overall site experience and optimization.
- **Advertising:** set to display promotions or advertisements based on your interests on the site or to manage advertising. They collect information about your activities to offer targeted and relevant content.
- **Social media:** placed on our website to enable interactions with social networks, such as posting comments on our site.

You can prevent the storage of cookies by configuring permission preferences directly in your browser. However, by not agreeing to cookies, some site features may be limited during your access.



## 5. HOW DOES FIESP USE MY PERSONAL DATA?

The collected data is used for the provision of various services that we make available to you and, especially, for the following purposes:

- Identification and authentication of access;
- Sending general news and relevant information related to the industrial sector and new products and services;
- Sending invitations and event registration, courses, workshops, seminars, awards, and access to our podcast;
- Sending booklets and e-books;
- Sending feedback, suggestions, or questions through site forms such as "Contact Us";
- Customization and improvement of your experience, such as sending personalized and aligned content with your interests;
- Providing access to partner services and benefit programs;
- Participation in satisfaction or market research surveys;
- Participation in selection and recruitment processes;
- Updating registration data for telephone contact or via SMS, messaging apps, or direct mail;
- Preparation of reports and statistics without user identification;
- Fraud prevention;
- Responding to requests made by users;
- Sharing with other partner companies of FIESP, always respecting the LGPD.

## 6. WITH WHOM DOES FIESP SHARE MY INFORMATION?

FIESP, always based on one of the legal grounds provided by LGPD, may share some of your information with partner entities to achieve the purposes described in item 5 of this Policy. Certain information may also be shared for legal obligations, legitimate interests, or other existing legal bases.

It is worth noting that everyone is required to maintain the standard of legality and security regarding personal data shared by us. To be transparent with you and guarantee your rights as a data subject, understand how we may share your data:

- With the entities of the Social Service of Industry of São Paulo (SESI-SP) and the National Service of Industrial Learning of São Paulo (SENAI-SP), which, by Law, are administered by FIESP. SESI-SP, among other activities, works on worker literacy and their dependents; as well as basic education, education for the economy; health education (physical, mental, and emotional); family education; moral and civic education; and community education. SENAI-SP provides industrial apprenticeship to workers; assists employers in training programs; provides short-term courses; grants scholarships and improvement; collaborates in the development of technological research; provides consulting in professional training, and complements the learning taught in employment to receive information about the products and services we offer and that may be offered by these entities to you, to identify possible improvements;



- With the Center of Industries of the State of São Paulo (CIESP), which acts to preserve the interests of the Industry and its associates, to enable and allow necessary operations between entities and/or appropriate to the provision of related services;
- For internal operations, such as account management, customer service, communication between us and you, understanding user needs, improving site content and services, identifying possible frauds, and taking measures to enforce our Privacy Policy;
- With entities that perform data hosting and analysis, and suppliers that help FIESP provide services to you;
- For communication services, such as sending emails, SMS, WhatsApp, market research, support services, promotions, website development, data analysis, and customer service;
- With competent authorities when there is a legal basis for the requests.

NOTICE: FIESP will only share the necessary data and access information with duly authorized professionals, respecting the principles provided by law and ensuring confidentiality and privacy, exclusively for the performance of their functions.

## **7. DOES FIESP TRANSFER MY DATA TO OTHER COUNTRIES?**

The provision of products and services offered on the portal and other websites linked to FIESP may require the transfer of data to other countries.

In these cases, we will use the legal bases existing in LGPD, such as specific contractual clauses that guarantee data protection standards and security measures appropriate to data protection regulations and the definitions indicated in this Privacy Policy.

## **8. DOES FIESP STORE DATA FOR MINORS?**

FIESP does not intentionally request or collect personal data from children and adolescents without the consent of parents or guardians. If data from children and adolescents are detected in our database without consent, they will be deleted as soon as possible or whenever requested.

To request the deletion of data from children and adolescents, use the "Contact Us" available on our website or send an email to [dpo@fiesp.com.br](mailto:dpo@fiesp.com.br).

## **9. HOW ARE MY DATA STORED?**

All data you provide on the FIESP portal will be protected and stored through security protocols and software.

The collected data will be stored on our server or possibly on third-party servers, which may be located in Brazil or abroad, including through cloud computing technology, always complying with security and control standards, according to applicable law.

FIESP emphasizes that no procedure performed on the internet is exempt from events that violate information security or unwanted intrusions. However, we are committed to adopting all appropriate technical and administrative measures to protect your personal data.

Complying with the provisions of LGPD, if any security incident with your personal data occurs that involves a relevant risk or damage to you, we will contact you and notify the National Data Protection Authority, whenever necessary and required by law.



## **10. HOW LONG ARE MY DATA STORED?**

FIESP stores your information for the entire period necessary until the purpose of each treatment ends, always respecting what is provided by legislation.

We also store data for legal or regulatory obligations, as well as in the presence of prescriptive deadlines established in various civil, criminal, labor, tax laws, and regulatory standards that justify the storage of your information, as well as for the exercise of our rights.

Therefore, with the end of personal data processing, except for the hypotheses established by applicable laws or this Privacy Policy, personal data will be deleted from the database.

## **11. WHAT ARE MY RIGHTS AS A DATA SUBJECT?**

You are the owner of your data and can, at any time, exercise your rights over your information, as determined by LGPD.

By contacting our Committee Responsible for Personal Data Processing ([dpo@fiesp.com.br](mailto:dpo@fiesp.com.br)), you can request:

- Confirmation of the existence and content of your data stored in our database;
- Permission for access and correction of incorrect, inaccurate, or outdated data;
- Anonymization, blocking, or deletion of your personal data existing in our database;
- Portability of data to another service or product provider, according to the ANPD regulation;
- Deletion of personal data processed with consent, except in cases of authorization for maintaining storage;
- Information about public and private entities with which FIESP, as the Controller, has shared your data;
- Information about the possibility of not giving consent and the consequences of refusal;
- Object to the processing of your personal data when verifying that we have not complied with any provisions of LGPD;
- Cancellation, at any time, of the consent you gave us for the processing of your data;
- Review of decisions made solely based on automated data processing that affect your interests, including decisions aimed at defining your personal, professional, consumption, and credit profile or aspects of your personality.

The revocation of consent will not affect the processing of personal data previously carried out or based on another existing legal basis.

FIESP may store the user's data log history to exercise their rights.

FIESP may retain data even after your deletion request, when the law allows or obliges it.

## **12. HOW CAN I KEEP MY DATA SECURE?**

FIESP is committed to protecting your data and strives to implement technical measures and best security practices. However, it is essential for you to take some precautions.



- Create a strong password that is difficult for others to guess. A good strategy is to include letters, numbers, and symbols, and refrain from sharing this password with others.
- Avoid using the browser's features to remember your login and password, especially if the computer is used by others.
- Whenever possible, use the "Sign Out" or "Logout" function on your account when finishing your login operations. Do not use the same password for all the services you access, and when creating security questions to facilitate password recovery, avoid questions whose answers can be easily guessed.
- Contact us if your account has been accessed by third parties or without your permission.
- Close your account when not in use, and always log out when leaving the computer to prevent access by third parties.
- When redirected to external sites, check their respective privacy policies before providing your data or information.

Any information provided by you on our website, applications, and other websites is protected according to strict confidentiality standards.

Make sure to read the Internet Security Guide, prepared by the Brazilian Internet Steering Committee, which provides recommendations and tips to enhance your online security.

### **13. FINAL PROVISIONS**

FIESP provides information on its portal and other websites under the domain <https://www.fiesp.com.br> and others. The use of the available information is entirely the user's responsibility.

The content of the FIESP portal and associated websites may be periodically updated or modified, and the date when the information was made available should be considered (the FIESP portal and websites follow Brasília's time zone).

FIESP is not responsible for the improper use of websites or for the applications that users may access, contrary to the nature, purpose, and function of the provided information.

Transparency and the protection of your personal data are commitments and responsibilities of FIESP. Thus, the content of this Privacy Policy may be updated and modified at any time to comply with legal requirements.

If any changes are made to our Privacy Policy, we will post a notice on the portal, and you will be notified via email.

### **THANK YOU FOR READING OUR PRIVACY POLICY**

We are always available to address any questions you may have. For that, please contact us at [dpo@fiesp.com.br](mailto:dpo@fiesp.com.br) or submit a request through the "Contact Us" form available on our portal.