

BOA SAFRA PRIVACY POLICY

This website is maintained and operated by Boa Safra.

In compliance with Federal Law No. 13.709/2018 (General Data Protection Law - LGPD) and other applicable regulations, Boa Safra, committed to ensuring the security, privacy, and transparency in the processing of your personal data, makes this Privacy Policy publicly available. It describes the main information about data processing and your rights regarding such data.

We collect and use certain personal data belonging to users who access our website. By doing so, we act as the data controller and are subject to the provisions of the LGPD.

We take care to protect your personal data and therefore provide this Privacy Policy, which contains important information about:

- Who should use our website
- What data we collect and what we do with it
- Your rights regarding your personal data
- How to contact us

1. WHO SHOULD USE OUR WEBSITE

Our website should only be used by individuals over eighteen years of age.

2. DATA WE COLLECT AND REASONS FOR COLLECTION

Our website collects and uses certain personal data from users, as described below.

2.1 Personal data expressly provided by the user

We collect the following personal data that users explicitly provide when using our website:

- Full name
- Email
- Phone number
- City
- State
- Area of interest
- LinkedIn
- Resume
- PWD (Person with Disability) status
- Country
- Date of birth
- Salary expectation

Data is collected in the following situations:

- When the user fills out the “Contact” form
- When the user fills out the “Work With Us” application form

The data provided by users are collected for the following purposes:

- Contact form: lead collection
- Work With Us form: candidate selection for available job openings

2.3 Sensitive data

Boa Safra is committed to protecting users’ privacy and security in accordance with current legislation. Sensitive data, which require a higher level of protection, may be collected when filling out the “Work

With Us” form, as defined by Articles 11 and following of the LGPD. The field “Are you a person with a disability?” is optional; if filled out, it will be processed and handled with the necessary care. We do not broadly or indiscriminately collect or process sensitive data.

4. COOKIES

Cookies are small text files automatically downloaded to your device when you access and browse a website. They are used primarily to identify devices, user activities, and preferences.

Cookies do not allow any files or information to be extracted from the user’s hard drive, nor do they provide access to personal information not supplied by the user or arising from their use of the website.

a. Site cookies

Site cookies are those sent exclusively by the website’s server to the user’s computer or device. The information collected through these cookies is used to improve and personalize the user experience. Some cookies, for example, may be used to remember preferences and choices, as well as to offer personalized content.

b. Third-party cookies

Some of our partners may set cookies on users’ devices when they access our website. These cookies generally allow our partners to offer their content and services in a personalized manner, based on browsing data obtained through interaction with the website.

Users can find more information about third-party cookies and how data obtained through them is processed by accessing the following links:

Google Analytics: [Privacy Policy](#)
Google Tag Manager: [Privacy Policy](#)
Disqus: [Privacy Policy](#)
DoubleClick: [Privacy Policy](#)
LinkedIn: [Privacy Policy](#)
Facebook: [Cookie Policy](#)
RD Station: [Privacy Policy](#)
FontAwesome: [Privacy Policy](#)

Entities responsible for collecting cookies may share information with third parties.

c. Cookie management

Users may opt out of cookies by disabling them when they begin using the website, following these instructions:

- Upon accessing the site, simply click “disable” in the pop-up. Cookies that can be disabled already have their switch set to “disabled” to make navigation easier.

Disabling all cookies, however, will not be possible, as some are essential for the proper functioning of the website. In addition, disabling optional cookies may impair the user experience, as personalized information will no longer be used.

5. COLLECTION OF DATA NOT EXPRESSLY PROVIDED

Occasionally, other types of data not expressly listed in this Privacy Policy may be collected, provided they are supplied with the user’s consent or if collection is otherwise legally permitted. In any case, the collection and subsequent processing of such data will be duly communicated to users.

6. SHARING PERSONAL DATA WITH THIRD PARTIES

We may share certain collected personal data with the following third parties:

- Agência Santafé Falomi
- Carandá Digital

These data are shared for the following reasons and purposes:

- Agência Santafé Falomi: website developer
- Carandá Digital: marketing campaign automation

Beyond the cases described above, we may share data to comply with legal or regulatory obligations, or by order of a public authority. All sharing will comply with applicable laws and security standards.

7. DATA RETENTION PERIOD

The personal data collected are stored while the user remains a Client or Prospect of Boa Safra, or during the use of the company's products and services. Throughout the period in which Boa Safra stores personal data, they will be kept in a secure and controlled environment, in accordance with each established process and its purpose, in compliance with legal obligations.

The retention periods for personal data shall not exceed what is strictly necessary, meeting the purposes and legal justifications for data processing.

In accordance with current legislation, Boa Safra retains personal data for as long as necessary to fulfill the purposes established by law. The company may store personal data for auditing purposes, compliance with

legal or regulatory obligations, the regular exercise of Boa Safra's rights, or for the period required according to the legal basis that justifies the data retention.

Upon completion of the personal data processing, the data will be deleted within the technical scope and limits of the activities, with preservation authorized in situations provided for under current legislation.

8. LEGAL BASIS FOR DATA PROCESSING

Each personal data processing operation must have a legal basis — that is, a justification that authorizes it, as provided for in the General Data Protection Law (LGPD).

All our personal data processing activities are supported by a legal basis permitted under the legislation. More information about the legal bases we use for specific personal data processing operations can be obtained through our contact channels listed at the end of this Policy.

9. USER RIGHTS

Users have the following rights under the LGPD:

- Confirmation of processing existence
- Access to data
- Correction of incomplete, inaccurate, or outdated data
- Anonymization, blocking, or deletion of unnecessary or unlawfully processed data
- Data portability to another service provider, upon express request
- Deletion of data processed with consent, except as provided by law

- Information on public and private entities with which the controller has shared data
- Information on the possibility of denying consent and the consequences of refusal
- Revocation of consent

Note: under the LGPD, there is no right to deletion of data processed under a legal basis other than consent, unless the data are unnecessary, excessive, or processed unlawfully.

9.1 Exercising rights

If you wish to exercise your rights, please contact our Data Protection Officer (DPO):

Athena Security - Data Protection Officer

CNPJ: 53.913.004/0001-27

Address: R. Augusta, 1592 - Consolação, São Paulo - SP, 01304-001

Responsible: Thiago Cabral

Email: privacidade@boasafrasesmentes.com.br

To ensure proper identification, we may request additional documents or information to verify your identity. You will be informed in advance if this is necessary.

10. SECURITY MEASURES FOR DATA PROCESSING

We employ technical and organizational measures to protect personal data from unauthorized access, destruction, loss, or alteration. These measures take into account the nature of the data, context, processing purposes, and the risks that potential breaches could pose to users' rights and freedoms.

Despite adopting industry-standard Information Security practices,

incidents caused by third parties (such as hacker attacks) or user misconduct may occur. While Boa Safra is responsible for user data, we are not liable for events beyond our control. If a security incident poses relevant risk or harm to users, we will notify affected individuals and the National Data Protection Authority in compliance with the LGPD.

11. COMPLAINTS TO THE SUPERVISORY AUTHORITY

Data subjects who feel harmed may file a complaint with the National Data Protection Authority (ANPD), in addition to any administrative or judicial remedies.

12. CHANGES TO THIS POLICY

This Privacy Policy was last updated on October 13, 2025.

We reserve the right to modify this Policy at any time, particularly to reflect updates to our website's features. Users will be notified of significant changes. We recommend checking this page regularly to stay informed.

Whenever a modification occurs, our users will be notified of the change. We recommend that you access this Policy frequently, or whenever you have questions, to review any updates or changes to our Privacy Policy.

An annual schedule will be considered for the update and review of this Privacy Policy.