

Privacy Policy

SECTION 1 - GENERAL INFORMATION

This Privacy Policy contains information about the collection, use, storage, processing, and protection of personal data of users and visitors to the website <https://amzmp.com/>, in order to demonstrate absolute transparency on the subject and clarify to all interested parties the types of data collected, the reasons for collection, and how users can manage or delete their personal information.

This Privacy Policy applies to all users and visitors of the website <https://amzmp.com/> and is part of the Terms and General Conditions of Use of the site, duly registered under CNPJ number 10.425.575/0001-00, located at Alameda Araguaia, 1293 - Sala 909 - Alphaville Comercial, Barueri - SP, 06455-000, hereinafter referred to as AMZ MARKETING PROMOCIONAL EIRELI.

This document has been prepared in accordance with the General Data Protection Law (Law 13.709/18), the Brazilian Internet Civil Framework (Law 12.965/14), and Regulation (EU) No. 2016/6790. Additionally, the document may be updated due to regulatory changes, which is why users are encouraged to periodically review this section.

SECTION 2 - HOW DO WE COLLECT THE USER AND VISITOR'S PERSONAL DATA?

The user's and visitor's personal data is collected by the platform as follows:

- **When a user or visitor accesses pages:** Interaction and access information is collected by the company to ensure a better experience for the user and visitor. This data may include keywords used in searches, sharing of specific documents, comments, page views, profiles, the URL from which the user and visitor came, the browser they use, and their access IPs, among other data that may be stored and retained.
- **Through third parties:** The website <https://amzmp.com.br/> receives data from third parties, such as Google, when a user logs in with their profile from one of these sites. The use of such data is previously authorized by the users with the respective third party.

SECTION 3 - WHAT PERSONAL DATA DO WE COLLECT FROM USERS AND VISITORS?

The personal data collected from users and visitors are as follows:

- **Data for navigation optimization:** Access to pages, navigation time, keywords used in searches.

SECTION 4 - FOR WHAT PURPOSES DO WE USE USERS' AND VISITORS' PERSONAL DATA?

The personal data of users and visitors collected and stored by the <https://amzmp.com.br/> website are intended for:

- **User and visitor well-being:** To improve the product and/or service offered, facilitate, streamline, and fulfill the commitments established between the user and the company, enhance the user experience, and provide specific functionalities depending on the basic characteristics of the user.
- **Platform improvements:** To understand how the user utilizes the platform's services, aiding in the development of business strategies and techniques.
- **Advertisements:** To present personalized ads to users based on the provided data.
- **Commercial purposes:** To personalize the content offered and provide a basis for the platform to improve the quality and functionality of its services.
- **User profile prediction:** Automated processing of personal data to evaluate usage on the platform.

The processing of personal data for purposes not provided for in this Privacy Policy will only occur after prior communication to the user, ensuring that the rights and obligations outlined herein remain applicable.

SECTION 5 - HOW LONG IS PERSONAL DATA STORED?

The personal data of users and visitors is stored by the platform for the period necessary to provide the service or fulfill the purposes outlined in this document, as provided in Article 15, Item I of Law 13.709/18. The data may be removed or anonymized at the user's request, except in cases where the law requires different treatment.

Furthermore, users' personal data may only be retained after the end of its processing in the following cases, as provided in Article 16 of the aforementioned law:

1. I - Compliance with a legal or regulatory obligation by the controller;

2. II - Research purposes by an organization, ensuring, whenever possible, the anonymization of personal data;
3. III - Transfer to a third party, provided that the data processing requirements established in this law are respected;
4. IV - Exclusive use by the controller, provided that it is anonymized and inaccessible to third parties.

SECTION 6 - SECURITY OF STORED PERSONAL DATA

The platform commits to applying technical and organizational measures to protect personal data from unauthorized access and situations of destruction, loss, alteration, communication, or dissemination of such data. The platform is not liable for exclusive fault of third parties, such as in cases of hacker or cracker attacks, or for the user's fault, such as when the user voluntarily transfers their data to third parties. The site commits to notifying users in the event of a security breach involving their personal data.

Stored personal data is treated with confidentiality within legal limits. However, we may disclose your personal information if required by law or if you violate our Terms of Service.

SECTION 7 - COOKIES OR NAVIGATION DATA

Cookies refer to text files sent by the platform to the user's and visitor's computer, where they are stored with information related to website navigation. Such information includes access data, such as location and access time, and is stored by the user's and visitor's browser so that the platform's server can read them later to personalize the platform's services.

The user and visitor of the website <https://amzmp.com/> acknowledge and accept that a navigation data collection system may be used through the use of cookies. Persistent cookies remain on the user's and visitor's hard drive after the browser is closed and will be used by the browser on subsequent visits to the website. Persistent cookies can be removed by following the instructions in your browser. Session cookies, on the other hand, are temporary and disappear once the browser is closed. It is possible to configure your web browser to refuse all cookies, but some features of the platform may not function correctly if the ability to accept cookies is disabled.

SECTION 8 - CONSENT

By using the services and providing personal information on the platform, the user consents to this Privacy Policy.

The user has the right to withdraw their consent at any time by contacting us via email at contato@amzmp.com.

SECTION 9 - CHANGES TO THIS PRIVACY POLICY

We reserve the right to modify this Privacy Policy at any time. Therefore, users and visitors are advised to review it frequently.

Changes and clarifications will take effect immediately upon their publication on the platform. When changes are made, users will be notified. By using the service or providing personal information after any modifications, the user and visitor signify their agreement to the new terms.

In the event of a merger or sale of the platform to another company, users' data may be transferred to the new owners to ensure the continuation of the services offered.

SECTION 10 - JURISDICTION FOR DISPUTE RESOLUTION

For the resolution of disputes arising from this instrument, Brazilian law will be applied in full.

Any disputes must be submitted to the court of the jurisdiction where the company's headquarters are located.