

Blumar Privacy Policy

This Privacy Policy describes the practices of BLUMAR ("Blumar") regarding data collected through the website www.eventos.blumar.com.br ("Site"), in accordance with applicable laws.

This policy applies to data that identifies members, subscribers, customers, or visitors ("User") individually ("Personal Data") and other data provided by the User or collected during the use of the Site. In all cases, Blumar complies with all Brazilian legislation applicable to data protection.

1. GENERAL CONDITIONS

1.1. All data from Users using the Site will be treated in accordance with Law No. 13.709, dated August 14, 2020 (General Data Protection Law). 1.2. By accepting this Privacy Policy, the User expresses their agreement to the collection and processing of their personal data by Blumar, including their name, email, phone number and/or mobile, address, date of birth and/or others.

1.3. By accepting this Privacy Policy, the User expresses their full and unreserved acceptance for all legal purposes. Thus, they declare that they have read carefully and completely this Privacy Policy. If the User disagrees with any of the terms and rules provided herein, they should not access and/or use the content.

1.4. Blumar reserves the right to change this agreement, with prior information to the Users, guaranteeing them the right to remove their consent for the processing of their data if they do not agree with the changes.

2. DATA COLLECTED

2.1 Data is collected when entered or submitted voluntarily by the User when accessing the Site.

2.2. Information considered as identifiable Personal Data that we collect from the User's navigation on the Site:

- logs
- cookies, through the Google Analytics tool, which collects anonymously and for analytical purposes, the following data: a) language; b) country

and city; c) browser, operating system, and service provider; d) screen resolution, type of device (desktop or mobile), mobile device model; and e) page that the user navigates within the site, whether they are on the site at that moment, how the user accessed the Site (whether via search engine or directly through the URL of the site), search term used on the Site, time on the Site page.

2.3. The USER can learn more about Google Analytics at "How Google uses data when the user uses websites or apps from our partners," located at .

2.4. The data collected by Google through Google Analytics, as well as any use or processing carried out due to said collection will be the sole and exclusive responsibility of Google, Blumar being exempt from any responsibility arising therefrom.

2.5. If the User disagrees with the data collection by Google Analytics, they can disable it through the browser's Add-on, available at the link <https://tools.google.com/dlpage/gaoptout?hl=en>.

2.6. It is the User's duty to provide correct and updated information. We are not responsible for the accuracy, truthfulness, or lack thereof in the information provided by the User.

2.7. We partner with Microsoft Clarity and Microsoft Advertising to capture how you use and interact with our site through behavioral metrics, heatmaps, and session replay to improve and market our products/services. Website usage data is captured using own and third-party cookies and other tracking technologies to determine the popularity of products/services and online activities. Moreover, we use this information for website optimization, fraud/security purposes, and advertising. For more information on how Microsoft collects and uses your data, visit the Microsoft Privacy Statement (<https://privacy.microsoft.com/en-US/privacystatement>).

3. LINKS TO THIRD-PARTY SITES

3.1. While browsing the Site, the User may be led, via hyperlink, to content or services or to other portals or platforms, which may collect their data and have their own privacy policy.

3.2. External hyperlinks do not constitute an endorsement by Blumar of the linked sites/environments or the information, products, or services contained therein. These hyperlinks are provided for your reference only.

3.3. Blumar will not have any responsibility for the material contained in these sites nor any association with their operators.

3.4. Blumar does not control these sites and is not responsible for their content or the use made by the User of them.

4. HOW INFORMATION WILL BE USED

4.1. Blumar may use the data that have been collected and the records of activities on the Sites for the following purposes: i. provision of contracted services, by Blumar or third parties; ii. contact with potential customers; iii. statistical analysis of results; iv. promotion of services offered; v. improvement of services on the site; vi. improvement of the informed content; vii. defense of interests in administrative and judicial processes; and/or viii. compliance with a court order or administrative request.

4.2. The consent regarding the collection and processing of data provided by the User is given freely, expressly, individually, clearly, specifically, and legitimately.

4.3. If the User does not grant their consent for the preparation of the test, the services will not be made available to them.

4.4. If the User does not grant their consent for the optional purposes, related to sending information about hotels, tours, offers, and promotions, among other informative materials, the provision of services will continue to be carried out regularly.

4.5. The User acknowledges and agrees that their Personal Data collected by Blumar may be shared with third-party service providers contracted by the user, such as hotels, airlines, and other third parties contracted.

4.6. The collected data and recorded activities may also be shared with judicial, administrative, or government authorities, whenever there is a request, requisition, or court order.

4.7. Internally, our Users' data are accessed only by duly authorized professionals, respecting the principles of proportionality, necessity, and relevance to our objectives, in addition to the commitment to confidentiality and preservation of privacy under the terms of this Privacy Policy.

5. DATA AND RECORDS STORAGE

5.1. The data and activity records collected will be stored in a secure and controlled environment for a minimum period of 6 (six) months, under the terms of Law 12.965, of April 23, 2014 (Civil Rights Framework for the Internet), considering the state of the art available.

5.2. Data will be deleted before this period if requested by the User, through the customer service channel indicated in item 6.1.

5.3. For auditing, security, or fraud control purposes, or when required by law or judicial decision, Blumar may maintain the history of registration of Users' data for a longer period, after which they will be deleted using secure disposal methods.

5.4. The collected data are stored on Blumar's own servers, located in Brazil, as well as in the cloud, which may involve, in this situation, the transfer or processing of data outside Brazil, in third countries.

6. DATA DISPLAY, RECTIFICATION, AND DELETION

6.1. The User may request the display or rectification of their Personal Data via email viajepelobrasil@blumar.com.br.

6.2. Through the same customer service tool, the User can: a) Request the limitation of access and use of their Personal Data; b) Express their opposition to the use of their Personal Data; and c) Request the deletion of their Personal Data collected and recorded by Blumar.

6.3. If the User revokes their consent for fundamental purposes of the Site, the services and features of the same may become unavailable to that User.

7. INTELLECTUAL PROPERTY

7.1 Each of the texts, photographs, designs, plans, images, videos, illustrations, icons, technologies, links, and other audiovisual or sound content, including the software of the Site, graphic designs, and source codes, are exclusively owned by Blumar or third parties who have authorized their use on the Site, being protected by laws and international treaties, with their copying, reproduction, or any other type of use prohibited, offenders being subject to the corresponding civil and criminal sanctions, under the terms of Laws 9.279/96, 9.609/98, and 9.610/98.

7.2 The brands, trade names, or logos of any kind presented through the Site are the property of Blumar or third parties who have allowed their use, such that the use of

the Site does not constitute authorization for the User to cite such brands, trade names, and logos.

8. APPLICABLE LAW AND JURISDICTION

8.1. This Privacy Policy and the relationship arising from the actions comprehended herein, as well as any dispute that arises as a result thereof, will be governed exclusively by Brazilian legislation.

8.2. The Central Court of the Capital District of the State of Rio de Janeiro is elected to settle any issue involving this document, with the parties renouncing any other, however privileged it may be or become.

COOKIE POLICY

What are Cookies

Cookies are small text files that are placed on your electronic device when you visit our website. These small files serve to recognize, track, and store your navigation as an Internet user.

Cookies are widely used to ensure the most efficient operation of the website and to observe visit habits.

To enhance your experience, we use Cookies combined with other similar technologies.

Why we use Cookies

We use Cookies for several reasons. Some are necessary for technical reasons, to ensure the proper functioning of the website.

Other Cookies offer a better experience on the website due to the memorization of some of your activities (including through our plugins, widgets, and embedded content), in addition to Cookies that allow for better navigation analysis and that display more relevant advertising.

What types of Cookies

Cookies can be:

Proprietary Cookies – are Cookies set by us, or on our behalf, and used on our website;

Third-Party Cookies – are Cookies set by third parties, used inside or outside our website, which may have access to the data on your device but cannot collect your name, contact information, or other personal information unless you decide to disclose your data.

Essential or Strictly Necessary Cookies – These cookies are necessary for the website and cannot be turned off in our systems. They are usually set in response to actions that correspond to a request for services, such as setting your privacy preferences, logging in, or filling out forms. You can set your browser to block or alert you about these cookies, but some parts of the website will not work properly.

Performance Cookies – These Cookies allow us to count visits and traffic sources, so we can measure and improve the performance of our website. They help us know which pages are most and least popular and see how visitors move around the website.

Functionality Cookies – These Cookies enable the website to provide enhanced functionality and personalization. They may be set by us (Proprietors) or by external providers (Third Parties), whose services we have added to our pages.

Advertising Cookies – These cookies may be set through the website by our advertising partners. They may be used by these companies to analyze and/or build a profile about your interests and optimize relevant ads on other websites.

Social Media Cookies – These Cookies are set by a range of social media services that we have added to our website to enable you to share our content with your friends and acquaintances. They are capable of tracking your browsing on other websites and creating a profile about your interests.

How to change or block cookies

Most browsers are set to automatically accept cookies. However, you can change the settings to block cookies or alert you when a cookie is being sent to your device. There are several ways to manage cookies, and you can create a general block for cookies, block cookies from a specific site, or even block third-party cookies in relation to a site. Blocking all cookies will affect the functioning of your experience, as it will not be possible to identify your preferences and recommend relevant content and advertising.

Consult the instructions of your browser to learn more about how to adjust or change your settings, remembering that the desired setting should be replicated on all devices used to access the Services (such as computers, smartphones, tablets).

Updates We may update this Cookie Policy at any time. Any changes will take effect from the date they are published, or as required by law, and will be duly communicated through our website communication channels.