

PRIVACY POLICY

The Cotton Brazil website's Privacy Policy aims to demonstrate its commitment to the security and privacy of user information, in compliance with the General Data Protection Law (LGPD - Law No. 13,709/2018) and the Civil Rights Framework for the Internet (Law No. 12,965/2014).

1. INFORMATION WE COLLECT

We collect personal data that you provide directly when interacting with our systems, technologies, and platforms, including:

- **Registration:** When you sign up to receive newsletters or access exclusive materials, we request information such as full name, email, country, company, and business sector.
- **Interactions with Products and Services:** We collect data when you interact with our products, services, and experiences, such as when evaluating our content or using website features.
- **User Support:** Information you provide when contacting us via phone, email, chat, or in person.
- **Browsing Data:** We automatically collect information through cookies about your navigation and the device used to access our platforms, including IP address, browser type, pages visited, and visit duration.

2. HOW WE USE YOUR INFORMATION

All collected data is used to provide a personalized and high-quality experience. Your data is treated as confidential and used exclusively for the purposes described in this Policy, in compliance with applicable laws and within the limits of the consent given.

We use the data for:

- **Communication:** Sending newsletters, notifications, and other content of user interest.
- **Personalization:** Adapting content and features to your preferences and interests.
- **Experience Improvement:** Developing new features and improving existing ones based on user behavior.

Any use of your data beyond the purposes described here will be previously informed and will require your express authorization.

3. ACCESS TO YOUR PERSONAL DATA

Access to personal data is restricted to authorized Cotton Brazil employees and partner companies responsible for data processing, such as the RD Station platform, used for data storage and management.

We may share your information with service providers that help us operate our website, such as hosting, data analysis, and marketing services. These third parties are contractually obligated to maintain the confidentiality of your information.

4. DATA SHARING

We do not share your personal data with third parties except when necessary to comply with legal obligations or with your express consent.

5. DATA PROCESSING

Data processing is carried out using computers and/or IT tools, following organizational procedures strictly related to the intended purposes.

Besides Cotton Brazil, in some cases, data may be accessed by individuals responsible for service operations or external entities (such as third-party technical service providers, hosting providers, IT companies, communication agencies), designated as data processors when necessary. The updated list of these parties is available upon request.

6. DATA SUBJECT RIGHTS

In accordance with the LGPD, you have the following rights regarding your personal data:

- Confirmation of data processing.
- Access to your data.
- Correction of incomplete, inaccurate, or outdated data.
- Anonymization, blocking, or deletion of unnecessary, excessive, or unlawfully processed data.
- Portability of data to another service provider upon request.
- Deletion of personal data processed with consent.
- Information about data sharing with public and private entities.
- Information about the possibility of refusing consent and its consequences.
- Revocation of consent.

Users also have the right to be informed about the legal basis for international data transfers, including any international organizations subject to public international law or formed by two or more countries, and about the security measures adopted by Cotton Brazil to protect their data.

7. SECURITY MEASURES

We adopt technical and organizational measures to protect personal data against unauthorized access, loss, alteration, or destruction.

The following measures help protect data:

- **Confidentiality:** No personal data will be publicly disclosed without your express authorization, except as required by law.
- **Security:** Encryption techniques and other robust methods are used whenever possible to protect your information.
- **Retention:** Data is stored only for as long as necessary for the described purposes or as required by law.

8. SOCIAL MEDIA PLUGINS

Our website may include social media plugins that allow direct interaction with these platforms. These plugins may collect data such as the user's IP address and the URL of the visited page.

9. DATA ALTERATION/DELETION

You may request the alteration or deletion of your personal data at any time by contacting us through the channels provided on our website.

When requested or when no longer necessary for the described purposes, data will be removed from our systems. However, data may be retained when required by law or for legal protection purposes.

10. DATA RETENTION PERIOD

Unless otherwise specified in this document, personal data will be processed and stored for as long as necessary for the purposes for which they were collected. They may be retained longer due to legal obligations or with user consent.

Additionally, Cotton Brazil may be required to retain personal data longer when necessary to comply with legal obligations or court orders.

Once the retention period expires, personal data will be permanently deleted. Therefore, after the retention period expires, the rights of access, deletion, correction, and data portability can no longer be exercised.

11. CHANGES TO THE PRIVACY POLICY

We reserve the right to modify this Privacy Policy at any time, especially to adapt to possible changes to our website or legal requirements.

We will send a notification via email or other available communication methods if there are significant changes in how we process your personal information.

12. INTERNATIONAL DATA TRANSFER

Since Cotton Brazil's website has users from various countries, your personal data may be transferred and processed outside Brazil. We ensure that these transfers comply with the LGPD and that appropriate measures are taken to protect your personal data.

13. COOKIES AND BROWSING DATA

We use cookies to improve the user experience on our website. Cookies are small text files stored on the user's device that allow us to recognize preferences and personalize navigation. You can configure your browser to refuse cookies, but this may affect website functionality.

14. CONSENT

By providing your personal data on the Cotton Brazil website, you consent to its collection, use, and storage as described in this Privacy Policy.

15. CONTACT

To exercise your rights or if you have any questions about this Privacy Policy, please contact us through the channels provided on our website.