



Privacy Policy

INSTITUTO AME SUA MENTE



LGPDConsult



Preamble

This policy applies to any type of private or public personal data collected, processed, handled and/or stored by the INSTITUTO AME SUA MENTE.

INSTITUTO AME SUA MENTE must ensure that personal data is processed and stored securely, using up-to-date and reliable software and tools, and implementing systemic updates whenever possible.

INSTITUTO AME SUA MENTE respects and recognizes the importance of your PRIVACY and defends transparency in the processes of processing personal data and because of this we have developed this policy to explain how personal data is processed and how we meet the requirements of the LGPD (General Law of Data Protection).

To offer our services and projects, the Institute, through its website, its applications and systems, and the equipment where it is installed or being used, in addition to the devices synchronized with it, collects and processes personal data and some information from users, aiming, above all, to provide a better and better experience for you, as well as to enable access to services and projects.

This document is an integral part of our Terms of Use for our websites, applications, solutions and systems.

This Privacy Policy is applied whenever you use our services, projects, service channels and other services of Instituto Ame Sua Mente, which involve the processing of personal data "on line" and "off line."

Our users can choose, in certain cases, which personal data may be processed, as described in this Privacy Policy. However, there are personal data that are essential to guarantee access to services and projects, so, in this case, personal data must be mandatory if you are interested in the services and projects of Instituto Ame Sua Mente.

Our Policy must be accepted when you register on our platform, and agree to proceed, in order to enjoy any of the services or benefits of our projects mentioned above.

This will indicate that you are aware of and agree with how we will use your information and personal data.

You may choose not to authorize the processing of your personal data necessary to use our services and projects or not to agree with our Privacy Policy;



in these cases, if we are unable to provide you with our products or services, we will warn you of the consequences of your refusal.

If you do not agree with this Policy, please discontinue your registration.

However, if you wish, we ask that you inform us of your disagreement so that we can make ourselves available and clarify any doubts.

To facilitate your journey, we developed this Policy in a simple and transparent way; and we will continue, from now on, in a Questions and Answers format;

What are personal data?

Personal data is information relating to identified or identifiable Natural Persons.

Personal data is considered to be data that we commonly provide in everyday activities, or in a registration form, such as name, ID, CPF, gender, date and place of birth, affiliation, telephone number, home address and many others of this nature.

Personal data can be divided into:

- Personal data, already described above (registration);
- Sensitive personal data, which requires greater attention to processing, such as data from children and adolescents, political and philosophical opinions, health data, biometrics, religious convictions, financial transactions, among others;
- Depending on the origin, data can be public (accessible to any company or citizen) or private.

What personal data does INSTITUTO AME SUA MENTE process or store and what is it used for?

Precisely the registration data necessary to carry out our activities.

It is important to note that INSTITUTO AME SUA MENTE does not process the personal data of data owners outside its ecosystem.



This means that we only process personal data from members, users of our solutions, employees, candidates for vacancies at the institution, partners, suppliers or owners who have some type of relationship with INSTITUTO AME SUA MENTE.

This Policy applies to Personal Data that we collect through the following sources:

Instituto Ame Sua Mente website, websites aimed at the user and managed by us, or in favor of Instituto Ame Sua Mente, our service channels, such as "chatbots," WhatsApp, E-mail and all relationship channels, in addition to our social networks on the main platforms.

Also sources of data for data processing include interactions with our advertisements (for example, if you interact with one of our advertisements on third-party websites, we may receive information about that activity).

Events are held and organized by Instituto Ame Sua Mente, as well as events in which Instituto Ame Sua Mente participates, be they physical or virtual.

It is important to emphasize that Instituto Ame Sua Mente does not have access to the login and password of social media users, nor will it publish any content on behalf of users of these platforms.

CPF, Name, Address, Email, Date of Birth, Telephone number and other data that may be necessary to carry out our activities can be stored.

We process these data for the following purposes:

- Human Resource Processes
- Compliance with legal obligations regarding our employees and partners.
- Performance of the activities.
- Development of new products or services to improve the experience of users of Instituto Ame Sua Mente services or products.

Therefore, we use personal information that is subject to data protection regulations, including the LGPD, but which in most cases is provided by the data owners themselves who have some type of relationship with INSTITUTO AME SUA MENTE.

Some of this information is obtained when the owners register on a website or fill out forms, and other times in a variety of relationships with the Institute.



Does INSTITUTO AME SUA MENTE need my consent to process my Personal Data?

NO! Exceptions apply in the cases described above, arising from Human Resource processes and only when they refer to sensitive data. However, data holders may object to the processing of their data, as previously described, simply by informing INSTITUTO AME SUA MENTE of their desire.

The need for CONSENT is only one of 10 possibilities or legal bases for data processing.

There are nine others that allow the processing of personal data and are described in art. 7 of the LGPD. We recommend reading it to better understand the legal bases for processing personal data.

We can give as an example the main legal bases used by INSTITUTO AME SUA MENTE such as;

- Consent in the case of personal data linked to Human Resource processes;
- Compliance with legal or regulatory obligations by the controller;
- When necessary for the execution of a contract or preliminary procedures related to the contract to which the data owner is a party, at the request of the data owner;
- When necessary to meet the legitimate interests of the controller or a third party, except in cases in which the fundamental rights and freedoms of the owner that require protection of personal data prevail;

Each company must use the most appropriate legal bases for its activities.

How and with whom can my information be shared?

Only with partners and service providers closely linked to the activities of the Ame Sua Mente Institute, such as the accounting company, our service providers, Institute partners, and other companies directly linked to our activities and objectives, as long as they are Legal Entities legally established and that follow all data protection and LGPD compliance protocols, in addition to the fact that such information cannot be used for purposes other than those for which it was intended.



Instituto Ame Sua Mente may disclose information about data owners when required by law, for administrative or other purposes that it deems necessary to maintain and improve its products and services, as long as the PRIVACY of data owners is preserved.

How long should Instituto Ame Sua Mente store my personal data?

If we have them, we will keep your personal data only for as long as necessary to fulfill the purposes for which the processing originated; including for the purpose of complying with any legal or contractual obligations or requests from competent authorities.

To determine the appropriate retention period for personal data, in addition to the criteria above, we consider the amount, nature and sensitivity of personal data, the potential risk of harm arising from unauthorized use or improper disclosure, the purpose for processing your personal data and whether we can achieve those purposes through other means and applicable legal requirements.

If you request deletion, respecting any legal requirements, your information will be deleted within 15 (fifteen) days of the request (except for maintenance of compliance with legal obligations).

If you are a "lead" at Instituto Ame Sua Mente, the information relating to your interactions with us will be stored for a period of 5 (five) years.

Likewise, if you request the deletion of your data and/or your account, Instituto Ame Sua Mente will keep the data for another 72 (seventy-two hours) after your deletion request.

How do I know if INSTITUTO AME SUA MENTE has access to my personal data and what can I do about it?

Through our email privacidade@amesuamente.org, you will be able to communicate with our Manager, check whether we have access to your personal data and exercise other rights of data owners, in accordance with the LGPD.



Art. 18. The owner of personal data has the right to obtain from the controller, in relation to the owner's data processed by the controller, at any time and upon request:

- I - confirmation of the existence of processing;
- II - data access;
- III - correction of incomplete, inaccurate or outdated data;
- IV - anonymization, blocking or deletion of data that is unnecessary, excessive or processed in breach of the provisions of this Law;
- V - portability of data to another service or product provider, upon an explicit request, in accordance with the regulations of the national authority, observing commercial and industrial secrets;
- VI - deletion of personal data processed with the consent of the owner, except in the cases provided for in art. 16 of this Law;
- VII - information on public and private entities with which the controller shared data;
- VIII - information on the possibility of not providing consent and the consequences of refusal;
- IX - revocation of consent, under the terms of § 5 of art. 8 of this Law.

You also have options regarding "cookies" by changing your browsing preferences at any time.

How do you know if INSTITUTO AME SUA MENTE processes confidential or sensitive information?

Instituto Ame Sua Mente rarely needs access to such information and only when it is strictly necessary, such as in the records of employees and collaborators.

It is important to note that in these cases, the information is provided by the data owners themselves, with their consent, in internal Human Resource processes. These must have the necessary authorizations from the data owners, and Instituto Ame Sua Mente will dispose of the information as soon as it is no longer needed.

It is worth noting that Instituto Ame Sua Mente maintains confidentiality agreements with its employees, customers, partners and suppliers, aiming to protect the integrity of the information and personal data to which it has access.



It is also worth mentioning that Instituto Ame Sua Mente complies with all LGPD requirements such as secure data transfer, encryption, information security and other requirements regarding personal data processing activities.

How does Information Security (IS) work at Instituto Ame Sua Mente?

Firstly, it is important to say that Instituto Ame Sua Mente follows all the precepts of the General Data Protection Law (LGPD).

In order to guarantee the privacy and the protection of your personal data, Instituto Ame Sua Mente adopts the best information security practices and maintains the privacy of data owners through access control mechanisms, encryption, antivirus solutions, firewalls, monitoring, training on the LGPD and everything that is available to us to protect personal data.

We have the LGPD CULTURE implemented at the Ame Sua Mente Institute!

As a result, our services and other processes for dealing with data owners always take privacy into account by default.

Whenever you want, you can get in touch to talk about data protection, via the email address of our person in charge (privacidade@amesuamente.org.br).

If there is any security incident involving your personal data, Instituto Ame Sua Mente will notify you under the terms established by law.

What else do I need to know about my privacy?

In short, you are primarily responsible for maintaining the privacy and the confidentiality of your personal information, whether it is registered, confidential or sensitive.

Therefore it is your duty;

- When accessing the Internet, to always check the privacy policies of the websites you use.
- To create, use and always change your passwords and make them complex.
- Never give your passwords to anyone.
- Only give out your passwords when making purchases in person, whether on line or in physical stores.



- Read the terms of use of the websites and “apps” you use.
- Use the "opt-out" mechanisms that institutions and companies make available to the market, such as Procon, Anatel, unsubscribe link in e-mail marketing campaigns, etc.

To conclude this document, we highlight article 2 of the General Data Protection Law, which definitely does not prevent the use of personal data, but only regulates this practice:

Art. 2 The discipline of personal data protection is based on:

- I - respect for privacy;
- II - informational self-determination;
- III - freedom of expression, information, communication and opinion;
- IV - the inviolability of intimacy, honor and image;
- V - economic and technological development and innovation;
- VI - free enterprise, free competition and consumer protection;
- VII - human rights, the free development of personality, dignity and the exercise of citizenship by natural persons.

Thank you. We also encourage you to regularly review our Privacy Policy, as it may be updated as necessary.

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