

dat^{tos}

Website Privacy Policy

DT-CSI-PP - Website Privacy Policy

Project Version

Version	Date	Author	Description	Approver
1.0	01/09/2024	Leticia Meirelles	Website Privacy Policy	Guilherme Pessoa
2.0	04/30/2025	Jonatan Uehara	Update to comply with legal activities to the ANPD.	Luiz Fialho

Summary

1. But what does this document	4
2. Definitions	4
3. What data is collected and for what reasons	4
4. Cookie policy	6
5. Form policy	6
6. Data storage period	7
7. International data transfer	7
8. Data sharing	7
9. About security incidents	7
10. Data Subject Rights	8

1. But what does this document mean?

Here at Dattos, we value your privacy. Therefore, when using our website, in order to ensure a more transparent relationship, you should read this document, also known as the Privacy Policy, which we will henceforth refer to as the "Policy."

When you use the website, your data is collected and stored by Dattos. Therefore, with this Policy, we want to show you what data this is, why it is collected, and what your rights are as the owner.

The services provided by Dattos follow the guidelines set forth in the General Data Protection Law (Law No. 13,709/18), which will henceforth be referred to as LGPD. In addition to the LGPD, Dattos always processes your data in compliance with other laws so that your rights are guaranteed. It is important to mention that we do not rent, sell, or exchange your personal data. Your privacy is extremely important to Dattos, and all operations are carried out in accordance with the LGPD. With that introduction, this Policy aims to show you how your data is collected, for what purpose it is used, how long it is stored, and how you can exercise your rights, if applicable.

In addition, this document may be changed over time, so at the end of it you will find the date of the last update to our Policy.

2. Definitions

- **Personal data:** any information related to a natural/physical person that allows them to be identified or identifiable;
- **User:** any person who accesses the Dattos System to access the services we provide.
- **Dattos:** is the company that provides and manages its tool for Users
- **DPO:** is the person in charge here at Dattos, that is, the person who, in addition to ensuring compliance with the LGPD in general within the company, will also be at your disposal if you need to talk to us.
- **Cookies:** these consist of a small file on your device containing information that allow for the personalization of your experience when using the website.
- **Forms:** These are a type of "document" that users can fill out and submit with the requested information, allowing Dattos to identify and contact them.

3. What data is collected and for what reasons

When you access our website, your information may be collected in two ways, as described below:

- Data you provide when filling out our forms

- Name;
 - Company you work for;
 - Position;
 - Department;
 - Annual revenue of the company you work for;
 - Interest in receiving a commercial presentation from Dattos (only for content forms);
 - Email address; and
 - Cell phone number.
- Data you provide when filling out our form to access the Dattos newsletter
 - Name;
 - Company you work for;
 - Email address; and
 - Cell phone number.
- Data collected automatically
 - Usage monitoring information¹.

All data collected when using our website is processed in accordance with Article 7, I of the LGPD, i.e., with your consent. Even so, all data collected and processed has a reason. These "reasons" are called purposes, and below we present a table with the type of data collected and the purpose of this collection.

Type of Data	Purpose
Name, Email, and Cell Phone Number	Identification and contact with the user
Company	Institutional identification of the user
Position, Department, and Annual Revenue of the Company	Identification of the user's professional profile
Interest in receiving a commercial presentation	Identification of interest in the platform
Usage monitoring data	Website improvement and personalization

If Dattos requests new personal data for a secondary reason, such as content marketing, for example, don't worry. We will ask for your consent in advance and give you the opportunity to say no if you wish.

Dattos also sends marketing emails to the email address you provided when you filled out our form. In addition, our team may also contact you via email or cell phone.

¹Among the usage monitoring data, we collect information such as, but not limited to, IP, URL, screen time, screen path, number of clicks, interaction with the website, behavior, among others.

In any case, if you no longer wish to receive our emails, simply click on the "Unsubscribe" option at the end of the text. In addition, if you change your mind after you have already provided us with your data, no problem, just request its removal from our database by contacting us at dpo@dattos.com.br

Thus, it is important to remember that you can revoke your consent at any time by contacting us at dpo@dattos.com.br

Finally, it is important to mention "sensitive data." In general terms, this is data related to racial or ethnic origin, religious beliefs, political opinions, union membership, or religious organizations, among others. In any case, Dattos does not collect any sensitive data.

4. Cookie policy

Dattos collects and stores cookies, and all information about this data can be accessed on our website. Just click on "Dattos Privacy Policy" in the black bar located at the bottom of the screen.

Cookies have several functions, including collecting information about your preferences as a user, facilitating your browsing experience on our website, making it more useful, and personalizing its content.

These features are necessary for Dattos to maintain a simplified and continuous experience for its visitors, understanding behaviors within the website and simplifying processes that, if not collected, would impair your experience, in addition to forms that are obtained by filling them out and accepting them.

In any case, you can disable Cookies. Simply disable the option to save and read data by Cookies, found in the settings of the browser used. In addition, if you have an antivirus that allows this action, you can also prevent the use of cookies there. Still, it is important to remember that disabling cookies may affect the functionality of this and other websites.

Furthermore, our website uses third-party cookies, which are those provided by other (always reliable) companies such as [Google](#) (Analytics, YouTube, and Ads), [Facebook \(IG and FB\)](#), [Microsoft \(Bing\)](#), and [LinkedIn](#). These cookies are used to ensure that users have a consistent experience while on the Dattos website.

In such cases, we recommend that you read their respective Terms of Use and Privacy Policy to verify how your personal data is used by these companies, given that Dattos has no control over this.

5. Form policy

As mentioned above, when you fill out our Form, you provide us with information so that we can contact you, sending you more information related to a Dattos product or content that you would like to know about. Therefore, by filling out the Form, we understand that you have voluntarily agreed to this Policy and that you are aware that your data will be used so that we can contact you, remembering that it will be stored in our database for future contact, if applicable.

6. Data storage period

As mentioned above, your data is collected and processed in accordance with your consent and so that Dattos can provide the services you have requested. Therefore, processing will occur for as long as necessary to achieve this purpose.

However, it is important to remember that we may keep your data stored even after the purpose has been achieved if there are any legal or regulatory requirements.

7. International data transfer

The data collected by Dattos is stored by HubSpot ([HubSpot](#)), which is located outside Brazil. In this case, the international transfer of your data occurs in accordance with the provisions of Article 33 of the LGPD, that is, this transfer occurs to countries or international organizations that provide a level of protection adequate to that provided for in Brazilian law.

If you have any questions, you can access Hubspot's Privacy Policy here: [Privacy Policy](#) or contact Dattos for clarification.

8. Data sharing

Your data will only be shared when such sharing is necessary for Dattos to continue providing quality services. Therefore, sharing will only occur with our employees (including service providers) and companies that are part of our partner network, including Hubspot and PipeDrive, provided that these individuals need your data to develop complementary solutions or improve our services. Even so, if such sharing occurs, the companies that have access to your data will continue to comply with the levels of protection set forth in this Policy.

It is also worth mentioning that Dattos may use your information for data collection or anonymous research, for example, to find out which browser is most used among users who access our website.

9. About security incidents

Dattos has a specific procedure in place in the event of a security incident. In such cases, once the incident has been identified, we will:

- Assess the type of incident;
- Notify Users about the incident and the security measures adopted by Dattos; and
- Inform the National Data Protection Agency (ANPD), as determined by Article 48 of the LGPD.

10. Data Subject Rights

Dattos guarantees all your rights as a data subject, as provided for in Article 18 of the LGPD, such as:



Confirmation of the existence of processing;



Access to 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 or product provider, if applicable;



Information on public and private entities with which the controller has shared data.

To clarify any questions about this Privacy Policy, we have made our official communication channel available via email at **tdpo@dattos.com.br**. This email is managed by our Data Protection Officer (DPO), FUCCI SOCIEDADE DE ADVOGADOS (CNPJ/MF No. 19.697.893/0001-02). Your request will be handled primarily by **Paulo Ruggiero Fucci and**, in his absence, by **Eduardo Ruggiero Fucci** or another specialized lawyer from the firm.

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