

TERMS OF SERVICE

This application and its content ("**WomanInterrupted**") are controlled and operated by BETC BRASIL AGÊNCIA DE PUBLICIDADE LTDA. ("**BETC**"), with its headquarters at Avenida Magalhães de Castro, no. 4800, conj. 122/T.2/Pa, Butantã, São Paulo/SP, ZIP CODE 05502-001. All rights reserved.

These Terms of Service have the objective of establishing the rules for the use of **WOMANINTERRUPTED** ("**Terms of Service**"), without limitation to the enforcement of the applicable law.

BY ACCESSING WOMANINTERRUPTED, YOU AUTOMATICALLY AGREE WITH THESE TERMS OF SERVICE, AND TAKE FULL RESPONSIBILITY FOR ANY ACTS PERFORMED BY YOU ON WOMANINTERRUPTED OR RELATED TO IT. IF YOU DO NOT AGREE WITH ANY OF THE TERMS AND CONDITIONS SET OUT HEREIN, YOU MUST NOT ACCESS WOMANINTERRUPTED.

BETC reserves the right to suspend or cancel, at any time, your access to **WomanInterrupted** in the event of proven fraud or failure to observe any conditions of these Terms of Service or the applicable legislation. Under these cases, no compensation will be due to you and **BETC** may promote the competent action of recourse, if necessary, as well as take any other measures required to pursue and protect its interests.

WHAT IT IS AND HOW WOMANINTERRUPTED WORKS?

WOMANINTERRUPTED is a free application developed to create awareness and obtain data about the practice of "*maninterrupting*", that is, the constant interruption of women's speech by men. Through the frequency and calibration of voices captured by your mobile phone microphone, **WOMANINTERRUPTED** can determine how many times a male voice interrupted a female voice during a conversation.

WOMANINTERRUPTED makes an analysis in real time, converting your conversation into data ("**User Content**"). **No conversation analyzed through the application will be, anyhow, recorded or saved by your mobile phone or by the application.** To know more about the privacy of your User Content, you can access the Privacy Policy of **BETC**.

BETC offers **WomanInterrupted** through mobile devices, such as smartphones and tablets, operated by Android and iOS systems.

HOW DO I ACCESS WOMANINTERRUPTED?

In order to use **WOMANINTERRUPTED**, you will have to make a prior registration. If you are under 18 (eighteen) years old, you may access **WOMANINTERRUPTED** provided that you are under the supervision of your parents or legal responsible having read and agreed to these Terms of Service.

There is no gender restriction to using the application; however, regardless of your gender identification, the application will always verify how many times a male voice interrupted a female voice, and not the opposite.

HOW CAN I ACCESS WOMANINTERRUPTED?

When performing your registration, you will present information about yourself, such as name, email, password, profile picture, gender and location ("**Personal Information**"). To know more about the privacy of your Personal Information, you can access **BETC's** Privacy Policy.

After the registration, you will hold an account that may only be accessed by you upon the login and password created. In the event **BETC** finds any account based on false information, by users who do not have the minimum age required, such account will be automatically deleted.

You hereby commit to keeping updated all your register data and contact information, through the profile administration area available in the application. You also agree to keep your login and password secure and safe from the access of third parties and you

will not allow the use of your account on **WOMANINTERRUPTED** by anyone but you. You can create only one account. It is strictly forbidden to maintain or use more than one account in **WOMANINTERRUPTED**, even if with a different username.

You hereby agree and guarantee that you are the sole and exclusive owner of copyrights over your Personal Information and that you will not upload to the application any image of any person that is not yourself. BETC reserves the right to make your profile unavailable or delete it in case you violate a third party copyright.

WOMANINTERRUPTED may offer to you the possibility of making your registration through your Facebook or Google+ account; in this case, you authorize **BETC** to access, storage and use your information provided by Facebook or by Google+ for the creation of your account on **WOMANINTERRUPTED**. Facebook is a website owned and operated by Facebook Inc. and Google+ is a website operated by Google Inc. **BETC** does not have any relationship with Facebook Inc. or Google Inc., and has no responsibility over, or guarantees, in any case, the products and services provided by such company.

WHAT WILL BE MADE WITH MY CONVERSATIONS AND ANALYSIS?

For the usage of **WOMANINTERRUPTED**, you will authorize, free of charge, irrevocably, irreversibly and for an indeterminate period, all your User Content to **BETC**, which will use it aiming:

- (i) to meet the features of **WOMANINTERRUPTED**, such as, make adjustments and adaptations of such User Content to fulfill the technical requirements of connecting networks, devices, services or media;
- (ii) to elaborate analysis and statistics that help to make people aware of the practice of *manterrupting*. In this sense, your User Content, as well as your location, will be added to other users' content for the elaboration of analyses and statistics anonymously.

Except for the objectives stated under these Terms of Service, BETC will not distribute, share or make available the User's Content, unless it is legally required to do so or upon specific authorization granted by the owner of the User Content.

HOW CAN I SHARE MY ANALYSIS OF WOMANINTERRUPTED?

WOMANINTERRUPTED allows you to share the results of your analysis with third parties. The responsibility over the User Content publicly communicated or transmitted through **WOMANINTERRUPTED** is private and exclusive of the user who posted or shared such content.

You acknowledge that **BETC** cannot be responsible for the circulation or for any kind of use of your User Content or image by third parties, in Brazil or abroad, in case you choose to share your User Content with such third parties.

WHICH ARE BETC'S RIGHTS OVER WOMANINTERRUPTED

All rights related to **WOMANINTERRUPTED** and its features are an exclusive property of **BETC**, including those with regard to their text, images, layouts, software, codes, databases, graphics, articles, photographs and other content produced directly or indirectly by **BETC** ("BETC Content"). **BETC Content** is protected by copyright law and intellectual property. It is forbidden to copy, reproduce, modify, translate, publish, transmit, distribute, execute, upload, display, license, sell or exploit, make reverse engineering, for any purpose, the **BETC's Content** without prior consent of **BETC** in a way that violates its rights.

WHAT ARE MY RESPONSABILITIES? AND WHAT ARE THE RESPONSABILITIES OF BETC?

Notwithstanding the registration, you are exclusively responsible for the use of and navigation of **WOMANINTERRUPTED**, and shall respect the terms of service of **WOMANINTERRUPTED**, as well as the applicable law.

BETC, its affiliates, partners and employees shall not, in any case, be responsible for direct or indirect damages that result from or have relation with the access, use or with the incapacity to access and use of **WOMANINTERRUPTED**.

CONSIDERING THE INHERENT FEATURES OF THE INTERNET ENVIRONMENT, BETC DOES NOT ASSUME RESPONSIBILITY FOR CONNECTION INTERRUPTIONS OR SUSPENSIONS, INCOMPLETE OR FAILED COMPUTER TRANSMISSIONS, AS WELL AS TECHNICAL FAILURES OF ANY KIND, INCLUDING BUT NOT LIMITED TO, ELECTRONIC MALFUNCTION FROM ANY NETWORK, HARDWARE OR SOFTWARE. THE UNAVAILABILITY OF INTERNET ACCESS, OR ACCESS TO WOMANINTERRUPTED. BETC IS EXEMPT FROM ANY RESPONSIBILITY ARISING FROM SUCH FACTS AND/OR ACTS.

It is your responsibility to maintain your computer environment safe, using the tools available, such as antivirus and firewall, among others, in order to contribute and prevent electronic risks.

WHAT ELSE SHOULD I KNOW ABOUT THESE TERMS OF SERVICE?

BETC is always making updates to **WOMANINTERRUPTED** in order to improve its functionalities. In order to do so, these Terms of Service can be modified, at any time, so as to reflect such adjustments. However, any time a modification is made, you will be previously informed through a note inside **WOMANINTERRUPTED** or via the email address that you informed at the time of registration. If you do not agree with the new Terms of Service, you will be able to reject them, but unfortunately you will not be able to access and use **WOMANINTERRUPTED**. If still you keep using **WOMANINTERRUPTED** in any way after the modification of the Terms of Service, that means that you agree with all the modifications.

These Terms of Service are governed by the laws of the Federative Republic of Brazil. Any questions and situations not provided herein shall be primarily solved by **BETC**, and, in case they persist, they shall be solved in accordance with the applicable legislation.

If you have any doubts, comments or suggestions regarding the Terms of Service, contact **BETC**, via email <support@womaninterruptedapp.com>, through the mailing address provided above, or it is also possible to send a message through the application.

The latest update of these Terms of Service was published on January 05, 2017.