

PRIVACY POLICY

This application and its content ("**WomanInterrupted**") are exclusive property of 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.

This privacy policy ("**Privacy Policy**") aims at providing information about the collection, use, storage, protection, sharing and rights of users of **WomanInterrupted** ("**Users**") regarding their personal data ("**Personal Information**") when using **WomanInterrupted**, including:

- which personal information is collected while using the functionalities of **WomanInterrupted**;
- how Personal Information is used;
- when and with whom Personal Information is shared, and what use is made by third parties of this Personal Information;
- how and for how long Personal Information is stored;
- how the Users can control the sending and storage of their Personal Information; and
- on what conditions **BETC** can modify this Privacy Policy.

BY ACCESSING AND REGISTERING AT WOMANINTERRUPTED YOU AUTOMATICALLY AGREE TO THE PROVISIONS OF THIS PRIVACY POLICY. IF YOU DO NOT AGREE WITH ANY PROVISION HEREIN, YOU MUST NOT ACCESS AND/OR REGISTER AT WOMANINTERRUPTED.

COLLECTION OF PERSONAL INFORMATION

By using **WomanInterrupted** you agree that the following Personal Information may be collected:

(A) Registration information: for registration and use of functionalities offered by **WomanInterrupted**, you shall present identification information, such as, name, email, login and password. It is your responsibility to present accurate, complete and true information. Any alteration related to your registration information shall be informed by User to **BETC** through the User account, to keep such registration information updated.

(B) Geolocation and data on interruptions: by analyzing your conversations, provided with your authorization, **WomanInterrupted** will verify your location, as well as count how many times a man interrupted a woman during such conversation. **With the exception of the interruption numbers and your geolocation, no other data will be collected regarding your conversations, which will not, in any manner, be recorded or saved by your mobile phone or by WomanInterrupted servers.**

(C) **BETC** uses its own and third parties' technologies, to automatically collect and storage information about the Users browsing, as well as the usage made by them in **WomanInterrupted**. These technologies may include cookies and anonymous identifiers that are small information files, not identifiable, stored on the User's computer when entering a site or application, in order to maintain its registries and navigation preferences. These technologies might collect information such as:

- your browser and search history;
- information of your access device, such as operational system, browser and device type;
- your Internet Protocol address ("**IP**"), date and time of access;
- your type of hardware, address of media access control (MAC), international mobile equipment identity (IMEI) and identifier number (UDID) used in devices manufactured by Apple Inc; and
- information about your habits and preferences.

HOW YOUR PERSONAL INFORMATION IS USED

Personal Information will be used for making people aware of *maninterrupting*, and at the same time for providing, protecting, correcting and improving the functionalities of **WomanInterrupted**, including:

- offering a personalized content to **WomanInterrupted** Users, as (i) the access to global statistics about *maninterrupting*, obtained through the gathering of data provided by Users anonymously, and (ii) the history and statistics of Users' own analyzed conversations and/or marked as favorite conversations;
- obtaining statistics and metrics on the User profile, improving our services and content as a result of these actions;
- identifying programming errors that might affect **WomanInterrupted** navigation;
- managing the base of Users of **WomanInterrupted**;
- sending communications and important alerts regarding the operation of **WomanInterrupted** and the Users' participation on **WomanInterrupted**.

PERSONAL INFORMATION SHARING WITH THIRD PARTIES

For better enjoying the services offered by **BETC**, it is essential that Personal Information be shared with the following partner companies:

- partners of the campaign against *maninterrupting*. The initiative "Woman Interrupted" is being developed jointly by **BETC**, Brave Technology Ltda. – ME ("Brave") and Organização das Nações Unidas ("ONU").
- hosting service. **WomanInterrupted** application is hosted on servers owned by the company Google Inc. The terms and conditions offered by the hosting service can be accessed at the site <<https://cloud.google.com/terms/>>.
- metrics access companies. **BETC** uses several tools for processing and viewing access metrics such as Google Analytics. To check the privacy policy and terms and conditions of the companies which offer those services access the site <analytics.google.com>.

For legal reasons, Personal Information may also be shared with the police, legal or administrative authority, or with the Public Ministry of Brazil. In the event of a court order requiring that **BETC** provide Personal Information to such authorities.

PERSONAL INFORMATION PROTECTION

All Personal Information provided by Users to **BETC** in the registration process or at any other moment of your navigation on **WomanInterrupted** will be treated as confidential and is subject to safety and confidentiality measures to avoid access, use and non-authorized disclosure.

It is your responsibility to maintain your computer and mobile device environment safe, with the use of the available tools, such as anti-virus and firewalls, among others, in order to prevent electronic risks, and also to use updated and efficient software to access the **WomanInterrupted**.

STORAGE AND SAFETY OF PERSONAL INFORMATION

Personal Information collected through **WomanInterrupted** will be kept in storage for 6 (six) months counted as of the date of its collection. After such deadline, **BETC** will be allowed to, by its exclusive criteria, delete definitively any Personal Information kept in its servers.

All Personal Information is subject to security practices, including physical and digital security measures which seek to prevent unauthorized third parties from undue access to Personal Information.

IT IS RESPONSIBILITY OF THE USER TO KEEP THEIR ACCESS DEVICES ENVIRONMENT SECURE THROUGH THE USE OF PROPER TOOLS AVAILABLE, SUCH AS ANTI-VIRUS AND FIREWALL, AMONG OTHERS, AND TO USE UPDATED AND EFFICIENT SOFTWARE FOR ACCESS TO WOMANINTERRUPTED APPLICATION. IN NO EVENT WILL BETC REQUEST PERSONAL INFORMATION THROUGH EMAIL, ESPECIALLY ON INFORMATION REGARDING ACCESS PASSWORD. BETC IS NOT RESPONSIBLE FOR ANY DECEITFUL ELECTRONIC COMMUNICATIONS THAT COLLECT PERSONAL DATA FROM ITS USERS (PHISHING).

USERS' RIGHTS REGARDING THEIR PERSONAL INFORMATION

The following tools are available so that Users can control the automatic collection and storage of their Personal Information:

- browser tools. The main browsers used to access the Internet make available features to refuse the storage of cookies and control of Personal Information collection tools, such as the anonymous or private navigation modes; and
- software for blocking ads. Several free browser extensions allow the blocking of personalized ads. **BETC** does not endorse or verify any of those applications, whose use is the exclusive responsibility of the User.

You may, at your discretion and at any time, request that **BETC** delete the Personal Information collected through the **WomanInterrupted** application. However, **BETC** can:

- storage data related to your IP and time and dates of access of for 6 (six) months, counted as from the collection or more (depending on requirement by the competent authority), in accordance with Federal Law no. 12.965/2014 ("Marco Civil da Internet"). After this deadline, you can also ask for the definitive exclusion of IP records and time and date of access; and
- Continue, together with its partners, Brave and ONU, using geolocation and interruption data collected for the elaboration of global statistics, anonymously.

ALTERATIONS TO THIS PRIVACY POLICY AND OTHER PROVISIONS

BETC is always making updates to **WomanInterrupted** in order to improve the services provided to their Users. In order to do so, this Privacy Policy can be modified, at any time, so as to reflect such adjustments. However, any time a modification is made, the User will be previously informed through a note inside **WomanInterrupted** via the email address informed by the User at the moment of registration. If the User does not agree with the new Privacy Policy, he will be able to reject it but, unfortunately, that will mean that the User will not be able to access and use **WomanInterrupted**. If User makes use of **WomanInterrupted** in any way after the modification of the Privacy Policy, that means that he agrees with all the modifications.

This Privacy Policy is 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, shall be solved in accordance with the applicable legislation.

If you have any doubts, comments or suggestions regarding this Privacy Policy you can 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 this Privacy Policy was published on January 05, 2017.