POLICY

# Privacy Policy

Which personal data we process, why, for how long and how to exercise your rights (LGPD and GDPR).

Version 1.0  Effective 7 November 2026

## Controller

**Infokraze Digital Ltda**, CNPJ 47.661.599/0001-78, registered at Av. Paulista, 1636, suite 4, 15th floor, Bela Vista, São Paulo/SP, 01310-200, Brazil, is the controller of personal data processed through this website, its support channels and its brands' sales, under Brazil's General Data Protection Law (Law 13,709/2018, "LGPD").

## Privacy channel and data protection officer

Send requests and questions about personal data to contato@infokraze.com with the subject "Privacy". This is the channel for reaching the person in charge of data processing (LGPD, art. 41). The data protection officer's identity is published in the Trust Center.

## Data we process

| Situation | Data | Source |
|---|---|---|
| Visiting the website | IP address, browser, pages viewed, date and time | Collected automatically by the server and by Cloudflare |

| Situation | Data | Source |
| --- | --- | --- |
| Contacting the company | Name, email, phone and message content | Provided by you |
| Buying | Name, email, tax ID, phone, shipping address (physical products), product, amount and payment status | Provided by you and by the payment platform |
| Marketing messages | Name, email and interactions with the messages | Provided by you |
| Ads on sales pages | Browser identifiers and conversion events | Ad platform tools, disclosed on the sales page itself |

We do not process card data: it is handled directly by the payment platform.

## Purposes and legal bases

| Purpose | Legal basis (LGPD, art. 7) |
| --- | --- |
| Deliver the product, grant access and provide support | Performance of a contract (item V) |
| Issue tax documents and keep accounting records | Compliance with a legal obligation (item II) |
| Answer messages, partnership requests and reports | Pre-contractual steps (item V) and legitimate interest (item IX) |
| Prevent fraud and protect the website | Legitimate interest (item IX) |
| Send marketing messages | Consent (item I) or legitimate interest (item IX), always with an unsubscribe option |

| Purpose | Legal basis (LGPD, art. 7) |
| --- | --- |
| Measure campaigns on sales pages | Consent where required, or legitimate interest, as disclosed on the page |
| Exercise rights in legal proceedings | Regular exercise of rights (item VI) |

## No tracking cookies on this website

infokraze.com uses no advertising or analytics cookies. Traffic is measured with Cloudflare Web Analytics, which sets no cookies and does not identify individual visitors. See the Cookie Policy.

## Who we share data with

Only as needed for each purpose:

- **payment platforms**, to process purchases and refunds;
- **logistics operators**, to deliver physical products;
- **technology providers**, such as hosting, content delivery (Cloudflare) and email (Google Workspace);
- **ad platforms**, to measure campaigns on sales pages, as disclosed there;
- **accountants and legal advisers**, for tax obligations and the defence of rights;
- **public authorities**, when required by law or court order.

We do not sell or rent personal data.

## International transfers

Some providers, such as Cloudflare and Google, store or process data outside Brazil. These transfers follow article 33 of the LGPD, relying on contractual clauses and safeguards offered by those providers.

## Retention

| Data | Period |
| --- | --- |
| Server access logs | Up to 14 days, for security and troubleshooting |
| Support messages | Up to 5 years after the last contact, to handle any later complaint |
| Purchase data and tax documents | 5 years, or longer where the law requires |
| Marketing list | Until you unsubscribe |

After that, data is deleted or anonymised.

## Your rights under the LGPD

At any time and free of charge (LGPD, art. 18), you may ask for:

- confirmation that we process your data, and access to it;
- correction of incomplete, inaccurate or outdated data;
- anonymisation, blocking or deletion of unnecessary data or data processed unlawfully;
- portability to another provider;
- deletion of data processed on the basis of your consent;
- information on who we share your data with;
- withdrawal of consent.

Write to contato@infokraze.com. We may ask for information to confirm your identity. You may also complain to Brazil's National Data Protection Authority (ANPD).

## Buyers in the European Economic Area and the United Kingdom

When we offer products to people in the EEA or the UK, the General Data Protection Regulation (GDPR) and the UK GDPR also apply.

- **Legal bases**: performance of a contract (art. 6(1)(b)), legal obligation (art. 6(1)(c)), legitimate interests (art. 6(1)(f)) in fraud prevention, security and direct marketing to existing customers, and consent (art. 6(1)(a)) for marketing and cookies where required.

- **Your rights**: access, rectification, erasure, restriction, portability, objection (including to direct marketing, at any time) and withdrawal of consent, plus the right to lodge a complaint with your local supervisory authority.
- **Transfers**: Infokraze is established in Brazil. Data you send us is transferred to Brazil and to the providers listed above under the safeguards they offer, such as standard contractual clauses.

Requests go to the same channel: contato@infokraze.com.

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## Security

We use technical and organisational measures to protect data, including encrypted connections (HTTPS), access control and providers with security commitments. If an incident creates a relevant risk, we will notify affected individuals and the ANPD under article 48 of the LGPD.

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## Children

Our products and channels are not intended for people under 18. If we find data from minors processed without a guardian's authorisation, we delete it.

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## Changes

This policy may be updated. Each version has a number, an effective date and an entry in the history at the end of this page.

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## Language

This is an English version of the Portuguese text. If the two differ, the Portuguese version prevails, except where the GDPR or UK GDPR grants you greater protection.

## Version history

`Version 1.0 · 7 November 2026`

First published version.