BETTER NOW WEBSITE PRIVACY POLICY

https://www.betternow.com.br/

This Privacy Policy (the "Policy") explains how we use your personal data to provide you with a secure and personalized experience.

By browsing our website and using its features, you acknowledge and agree to this Policy and authorize us to process your personal data as described herein so that we may serve you in the best possible manner.

For ease of reference, this document is organized as follows:

1. **PURPOSE** 2
2. **DEFINITIONS** 2
3. **WHAT PERSONAL DATA DO WE COLLECT FROM YOU?** 3
4. **DO WE PROCESS SENSITIVE PERSONAL DATA?** 4
5. **WITH WHOM DO WE SHARE PERSONAL DATA?** 4
6. **MAY PERSONAL DATA BE TRANSFERRED INTERNATIONALLY?** 5
7. **HOW DO WE KEEP PERSONAL DATA SECURE?** 5
8. **PERSONAL DATA RETENTION PERIOD** 6
9. **WHAT ARE YOUR RIGHTS?** 6
10. **WHAT ARE YOUR RESPONSIBILITIES?** 7
11. **HOW CAN YOU CONTACT BETTER NOW REGARDING PRIVACY?** 7
12. **WHAT ABOUT COOKIES?** 8
13. **WHAT HAPPENS IF THIS POLICY IS UPDATED?** 8

BETTER NOW WEBSITE PRIVACY POLICY

Welcome to the Better Now website!

Better Now values the protection of electronic records and personal data provided by you when using our website and products. This Privacy Policy is intended to explain, in a clear, transparent, and objective manner, which personal data is collected, under what circumstances, and how it is processed.

1. PURPOSE

The purpose of this Privacy Policy is to explain how your personal data is processed. It applies to all users of the Better Now website.

2. DEFINITIONS

The table below sets out the terms and definitions used in this Policy for your reference.

TERM	DEFINITION
Personal Data	Any information that identifies or may identify a natural person.

TERM	DEFINITION
Sensitive Personal Data	A special category of personal data relating to racial or ethnic origin, religious beliefs, political opinions, trade union membership or membership in a religious, philosophical, or political organization, health or sex life, and genetic or biometric data relating to a natural person.
Data Subject	The natural person to whom the personal data relates, including former, current, or prospective customers and their employees, contractors, business partners, and third parties.
Controller	A natural person or legal entity, whether governed by public or private law, responsible for decisions regarding the processing of personal data.
Processing	Any operation performed on personal data, including collection, production, receipt, classification, use, access, reproduction, transmission, distribution, processing, archiving, storage, deletion, assessment or control of information, modification, communication, transfer, dissemination, or extraction.
Anonymization	A process through which data can no longer be associated, directly or indirectly, with an individual, considering the reasonable technical means available at the time of processing.
Consent	A freely given, informed, and unambiguous indication by which the data subject agrees to the processing of personal data for a specified purpose.
ANPD	Brazilian National Data Protection Authority (Autoridade Nacional de Proteção de Dados).
LGPD	Brazilian General Data Protection Law (Federal Law No. 13,709/2018).
Website Users	Any person who browses the website and uses its features, such as contacting Better Now through a form.

3. WHAT PERSONAL DATA DO WE COLLECT FROM YOU?

When you browse our website or register on our platform, we process your personal data. Without this data, we may be unable to provide all the services you request. The personal data we collect is listed below.

SOURCE	DATA SUBJECT AND DATA TYPES
Accessing and browsing the Better Now website	Personal Data: date and time, location, and actions performed on the website.
Completing the "Contact" form	Personal Data: name; business email address; telephone number; subject; and message.
Newsletter	**Personal Data: email address.**
Completing the "Careers" form	**Personal Data: name; email address; telephone number; subject; LinkedIn profile; and résumé.**

PURPOSE	RETENTION PERIOD
The website uses necessary cookies and analytics cookies. Necessary cookies ensure that the website can be navigated properly, while analytics cookies are used for statistical purposes.	6 months (Article 15 of the Brazilian Civil Rights Framework for the Internet)
Responding to user inquiries	For the duration of the support or response process
Sending newsletters containing content designed to support business growth.	For as long as the data subject remains interested in receiving the newsletter
Receiving résumés for recruitment and job vacancy purposes	For the duration of the recruitment process

Better Now may also, from time to time, use personal data for purposes not expressly provided for in this Policy, provided that such purposes are compatible with its core activities and comply with the LGPD.

4. DO WE PROCESS SENSITIVE PERSONAL DATA?

Better Now does not process sensitive personal data through this website.

5. WITH WHOM DO WE SHARE PERSONAL DATA?

Better Now may share your personal data with third parties in the following circumstances:

i. Authorities, government entities, or other related third parties, when necessary to protect Better Now's interests in any type of dispute, including judicial proceedings or administrative proceedings;
ii. To comply with a court order or a request from legally competent administrative authorities;
iii. Service providers, whenever necessary to provide the contracted services.

Better Now takes all necessary precautions when sharing personal data to ensure that such sharing is carried out securely and in accordance with the requirements of the LGPD. Measures implemented include the use of contractual templates containing data protection provisions, the execution of confidentiality and consent instruments (where applicable), and the maintenance of specific data governance policies. These measures are supported by the ongoing oversight of the Data Protection Officer.

Our website may contain links to third-party websites that are not operated or controlled by us. When you access these links, you will be redirected to the relevant third-party website. We therefore strongly recommend that you review and understand the Privacy Policy of each website you visit.

We do not control and are not responsible for the content, policies, or practices of third-party websites or services. Any processing carried out by third parties is governed by their respective Privacy Policies.

6. MAY PERSONAL DATA BE TRANSFERRED INTERNATIONALLY?

As a general rule, Better Now does not transfer your personal data internationally. Should an international transfer occur, Better Now will implement the necessary safeguards to protect your personal data and, whenever possible, will use international data transfer mechanisms required under applicable data protection laws and regulations.

In certain circumstances, such as when the Monday platform is used, your personal data may be stored on servers located outside Brazil, particularly when we use cloud-hosting services or applications for managing activities and operational workflows. In such cases, Better Now will adopt standard contractual clauses, specific data protection terms, or other mechanisms recognized by the ANPD to ensure an adequate level of protection for the information, and will conduct due diligence assessments of the relevant service provider.

7. HOW DO WE KEEP PERSONAL DATA SECURE?

Better Now uses reasonable industry-standard and legally required measures to preserve privacy and protect the personal data it collects.

To help ensure the security and confidentiality of your personal data, access is restricted to individuals who need it to perform their duties.

In addition to technical safeguards, Better Now adopts institutional measures to protect personal data and maintains an up-to-date privacy governance framework and program applicable to its activities.

Despite the measures described above, Better Now, like any organization that processes personal data, cannot be entirely protected from malicious third-party activity. In the event of an information security incident that may result in a relevant risk or harm to data subjects, we will notify the ANPD, the affected data subjects, and any other required parties in accordance with our security incident response procedures.

We therefore encourage you to take appropriate steps to protect yourself, including keeping all usernames and passwords confidential. Such information is personal, non-transferable, and under your sole responsibility.

8. PERSONAL DATA RETENTION PERIOD

Better Now acts as the Controller of the personal data of its employees and website users. Accordingly, one of its responsibilities is to ensure that personal data is properly stored and retained only for the applicable processing period.

Personal data processed by Better Now will therefore be retained for as long as necessary to fulfill the purpose for which it was collected or for the reasons set forth in Article 15 of the LGPD, subject to the exceptions provided for in Article 16 of the LGPD.

9. WHAT ARE YOUR RIGHTS?

In accordance with applicable regulations governing the processing of personal data, Better Now respects and ensures your ability to submit requests based on the following rights:

Right to confirmation and access: You may request confirmation as to whether your personal data is being processed and access such data, together with clear information regarding its source, the absence of records where applicable, the criteria used, and the purpose of the processing.

Right to rectification: You may request the correction of incomplete, inaccurate, or outdated data.

Right to anonymization, blocking, or deletion: You may request the anonymization, blocking, or deletion of personal data that you believe is being processed contrary to this Policy or in violation of applicable personal data protection laws.

Right to object: You may object to the processing of your personal data when such processing is not based on your consent and you believe it violates your rights.

Right to data portability: You may request the portability of your personal data to another service or product provider in a structured and interoperable format.

Right to deletion: You may request the deletion of personal data processed on the basis of your prior consent.

Right to withhold or withdraw consent: You may refuse or withdraw your consent to the processing of personal data at any time when the processing is based on consent.

Right to review: You may request a review of decisions made solely on the basis of automated processing where you believe such decisions affect your interests.

Better Now will use all reasonable efforts to respond to requests within the timeframes established by applicable law, including the period of up to 15 (fifteen) days provided for certain requests under the LGPD. However, justified factors, such as the complexity of the requested action, may extend this timeframe.

Please note that your request may be lawfully denied for formal or legal reasons.

10. WHAT ARE YOUR RESPONSIBILITIES?

Website users are responsible for the following:

- **Data updates and corrections:** Inform Better Now of any changes to your personal data to ensure that it remains accurate and up to date.
- **Credential security:** Do not share usernames or passwords with third parties, and use strong, unique passwords for your accounts to help protect your information.
- **Acknowledgment of this Policy:** Carefully review the terms and conditions set out herein and provide consent only when you fully agree with the described processing activities.

11. HOW CAN YOU CONTACT BETTER NOW REGARDING PRIVACY?

To exercise any of your rights under this Policy or applicable law, or to submit questions, comments, or suggestions regarding this Policy, you may contact our Data Protection Officer using the contact details below:

Primary Data Protection Officer
Kleber Caetano lgpd@betternow.com.br

Alternate Data Protection Officer
Geórgia Ferfoglia

12. WHAT ABOUT COOKIES?

Cookies are text files or information that may be stored on your devices when you visit the website or use Better Now's features. They generally contain the name of the website that created them, their duration, and a randomly generated unique value.

Our website uses the following types of cookies:

a) **Necessary cookies:** These cookies are used to provide the services available on our website. The website will not function properly without them; therefore, they are mandatory.
b) **Analytics cookies:** These cookies are used to analyze the number and volume of website visits, the most frequently accessed pages, and visitor sources, helping us continuously improve the user experience and website performance.

13. WHAT HAPPENS IF THIS POLICY IS UPDATED?

Any changes to this Policy will be published on this page and may also be communicated through the registered email address or a prominent notice on the website. Please revisit this page periodically to check the date of the latest update.

Last updated: July 2026.