

BETTER NOW WEBSITE PRIVACY POLICY

<https://betternow.com.br/en/home-2/>

This Privacy Policy ("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 agree to this Policy and authorize us to process your personal data as described herein, so that we can serve you in the best possible manner.

For ease of reference, this document has been organized as follows:

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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 our products. This Privacy Policy aims to explain, in a simple, transparent, and objective manner, which personal data is collected, in what situations, and how such data is processed

1. OBJECTIVES

The purpose of this Privacy Policy is to clarify for you the Processing activities carried out with your personal data. This Policy applies to all users of the Better Now website.

2. DEFINITIONS

The table below provides the terms and definitions we use, so that you may consult them should any questions arise.

TERM	DEFINITION
Personal Data	Any information that identifies or may identify an individual.
Sensitive Personal Data	A special category of personal data relating to racial or ethnic origin, religious belief, political opinion, 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 individual to whom the personal data relates, such as former, current, or prospective clients and their employees, contractors, business partners, and third parties
Controller	A natural person or legal entity, governed by public or private law, that is responsible for decisions regarding the Processing of personal data.
Processing	Any operation performed with personal data,

	including collection, production, receipt, classification, use, access, reproduction, transmission, distribution, processing, filing, storage, deletion, evaluation or control of information, modification, communication, transfer, dissemination, or extraction.
Anonymization	The process through which data loses the possibility of being associated, directly or indirectly, with an individual, considering the reasonable and available technical means at the time of Processing.
Consent	A free, informed, and unequivocal statement through which the Data Subject agrees to the Processing of his or her personal data for a specific purpose
ANPD	The Brazilian National Data Protection Authority.
LGPD	The Brazilian General Personal 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 not be able to provide all the services you request. The data we collect is listed below.

SOURCE	DATA SUBJECT AND TYPES OF DATA
Accessing and browsing the Better Now website	Personal Data: time data, location data, and actions performed on the website.
Completing the "Contact" form	Personal Data: name, corporate email address, telephone number, subject, and message.

Newsletter	Personal Data: email address
Completing the "Careers" form	Personal Data:

PURPOSE	RETENTION PERIOD
he website uses essential cookies and analytics cookies. Essential cookies are used to ensure website navigability. 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 as long as the service interaction remains ongoing.
Sending newsletters with content designed to support business development. For as long as the Data Subject remains interested in receiving the Newsletter. recebimento da Newsletter	
Receiving resumes for selection processes and job openings.	For the duration of the recruitment process

It is further noted that Better Now may occasionally use personal data for purposes not expressly set forth in this Policy, provided that such purposes are compatible with its core activities and comply with the LGPD.

DO WE PROCESS SENSITIVE PERSONAL DATA?

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

4. WITH WHOM DO WE SHARE PERSONAL DATA?

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

- i. Authorities, governmental entities, or other related third parties, when necessary to protect Better Now's interests in any type of dispute, including judicial or administrative proceedings;
- ii. In compliance with a court order or request from legally competent administrative authorities;
- iii. Suppliers, whenever necessary to provide the contracted service.

It is important to mention that 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 set forth in the LGPD.



Measures implemented include the use of contractual templates that ensure data protection, the execution of confidentiality and consent terms (when applicable), and the maintenance of specific data governance policies. This is further supported by the ongoing activities 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 directed to the corresponding website. For this reason, we strongly recommend that you consult and become familiar with the Privacy Policy of each website you visit.

We emphasize that we have no control over, and assume no responsibility for, the content, policies, or practices of third-party websites or services. Accordingly, any and all Processing carried out by third parties will be governed by their respective Privacy Policies.

5. MAY THERE BE AN INTERNATIONAL TRANSFER OF PERSONAL DATA?

In general, Better Now does not share your personal data internationally. If this occurs, Better Now will adopt the necessary safeguards to protect your personal data and, whenever possible, will use international data transfer mechanisms required by applicable data protection laws and regulations.

In certain situations, such as when using the Monday platform, your personal data may be stored on servers located outside Brazil, especially when we use cloud hosting services or applications for activity and operational workflow management. 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, in addition to conducting due diligence assessments of the supplier involved.

6. HOW DO WE KEEP PERSONAL DATA SECURE?

Better Now uses reasonable market-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, we limit access to it only to those who truly need to know it to perform their duties.

In addition to technical efforts, Better Now also adopts institutional measures aimed at protecting personal data, maintaining a privacy governance structure and program applied to its activities and kept constantly up to date.



Despite all the measures described above, Better Now, like any company that processes personal data, is not immune to malicious third-party actions. In the event of an information security incident that may result in a relevant risk or damage to Data Subjects, we will notify the ANPD, the Data Subjects, and any other necessary stakeholders, in accordance with our security incident procedure.

For this reason, we encourage you to take appropriate measures to protect yourself, such as keeping all usernames and passwords confidential, as such information is personal, non-transferable, and under your sole responsibility.

7. DURATION OF PERSONAL DATA PROCESSING

Better Now is the Controller of the personal data of its employees and website users. Therefore, one of its responsibilities is to ensure the proper storage of personal data while respecting the duration of the Processing of such data.

Accordingly, the Processing of Personal Data carried out by Better Now will continue for as long as the purpose for which the data was collected remains in effect, or for the reasons set forth in Article 15 of the LGPD, subject to the exceptions provided for in Article 16 of that Law.

8. WHAT ARE YOUR RIGHTS?

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

Right to confirmation and access: You may request confirmation of the existence of Processing and access to your Personal Data through clear information on the origin of the data, the absence of records, 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 in a manner contrary to this Policy or in non-compliance with applicable Personal Data protection legislation

Right to object: You may object to the Processing of your Personal Data that is not based on your consent if you believe such Processing violates your rights.

Right to portability: You have the right to request the portability of your Personal Data to another service or product provider in a structured and interoperable format.



Right to erasure: You may request the deletion of your Personal Data processed based on your prior consent.

Right not to provide consent: You may refuse the Processing of Personal Data based on your consent at any time.

Right to review: You may request a review of decisions made solely based on automated Processing if you believe they affect your interests.

Better Now will make every effort to respond to requests within the timeframes provided for under applicable law, including up to 15 (fifteen) days for requests provided for in the LGPD. However, justifiable factors, such as the complexity of the requested action, may extend this period.

Finally, you should be aware that your request may be lawfully denied for formal or legal reasons.

9. WHAT ARE YOUR RESPONSIBILITIES?

Users assume the following responsibilities:

- **Updating/correcting data:** notify Better Now of any changes to your personal data, ensuring that it remains accurate and up to date.
- **Credential security:** do not share logins and passwords with third parties, and use strong and unique passwords in your registrations, thereby contributing to the protection of your information.
- **Awareness of this Policy:** carefully review the terms and conditions set forth herein and provide consent when you fully agree with the forms of Processing described.

10. HOW TO CONTACT BETTER NOW ABOUT PRIVACY

To exercise any of your rights provided for in this Policy or under the relevant legislation, or if you have questions, comments, or suggestions regarding this Policy, you may contact our Data Protection Officer at the following email address lgpd@betternow.com.br

11. 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 features. They generally contain the name of the website that generated them, their duration, and a unique randomly generated value.

Our website uses the following types of cookies:



- a) **Necessary cookies:** used to provide the services available on our website. Without these cookies, the website will not function normally; therefore, they are mandatory.
- b) **Analytics cookies:** used to analyze the number and volume of visits to the website, the most accessed pages, and the origin of visitors, helping to continuously improve the user experience and website performance

12. WHAT IF THIS POLICY IS CHANGED?

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

Last updated: November 2025.