

PRIVACY POLICY

SECTION 1 - GENERAL INFORMATION

This Privacy Policy contains information about the collection, use, storage, processing, and protection of the personal data of users and visitors of the website <https://encoder.videolib.info/>, with the purpose of demonstrating absolute transparency on the subject and clarifying to all interested parties about the types of data that are collected, the reasons for the collection, and how users can manage or delete their personal information.

This Privacy Policy applies to all users and visitors of the website <https://encoder.videolib.info/> and is part of the General Terms and Conditions of Use of the website <https://encoder.videolib.info/>, duly registered under CNPJ no. 08.607.270/0001-77, located at Rua Conceição De Monte Alegre, 107 - Conj101 Bloco B - Cidade Monções, hereinafter referred to as Ecine Engenharia De Sistemas LTDA.

This document has been prepared in accordance with the General Data Protection Law (Law 13.709/18), the Civil Internet Framework (Law 12.965/14), and the EU Regulation (n. 2016/6790). Furthermore, the document may be updated due to eventual regulatory updates, which is why users are invited to periodically consult this section.

SECTION 2 - HOW DO WE COLLECT USER AND VISITOR PERSONAL DATA?

The personal data of the user and visitor is collected by the platform in the following ways:

- When the user creates an account/profile on the VideoLib platform: these data are basic identification data, such as email and full name. From them, we can identify the user and the visitor, as well as ensure greater security and well-being for their needs.
- When a user and visitor accesses pages of the website <https://encoder.videolib.info/>: information about interaction and access is collected by the company to ensure a better experience for the user and visitor. These data may include keywords used in a search, sharing of a specific document, comments, page views, profiles, the URL from which the user and visitor come from, the browser they use, and their access IPs, among others that may be stored and retained.
- Through third parties: the VideoLib Elastic Encoder platform receives data from third parties, such as Microsoft, when a user logs in with their business profile. The use of this data is previously authorized by the users with the third party in question.

SECTION 3 - WHAT PERSONAL DATA DO WE COLLECT ABOUT THE USER AND VISITOR?

The personal data of the user and visitor collected are as follows:

- Data for navigation optimization: access to pages, keywords used in search, recommendations, comments, interaction with other profiles and users, followed profiles, IP address.
- Data to finalize transactions: data related to payment and transactions, such as credit card number and other card information, in addition to payments made.
- Newsletter: the email registered by the visitor who chooses to subscribe to the Newsletter will be collected and stored until the user requests unsubscribing.
- Sensitive data: the platform may collect the following sensitive data from the user: racial or ethnic origin, political opinion, religious belief, genetic data, data related to health, sexual orientation.
- Contract-related data: upon formalization of the purchase and sale contract or provision of services between the platform and the user and visitor, data relating to the contractual execution may be collected and stored, including communications made between the company and the user.

SECTION 4 - FOR WHAT PURPOSES DO WE USE USER AND VISITOR PERSONAL DATA?

The personal data of the user and visitor collected and stored by the VideoLib Elastic Encoder platform is intended for the following purposes:

- User and visitor well-being: improve the product and/or service offered, facilitate, expedite, and fulfill the commitments established between the user and the company, improve user experience, and provide specific functionalities depending on user's basic characteristics.
- Platform improvements: understand how the user uses the platform's services to help in business and technical development.
- Ads: present personalized ads to the user based on the data provided.
- Commercial: data is used to personalize the content offered and provide the platform with subsidies to improve the quality of service operation.
- User profile prediction: automated processing of personal data to assess platform usage.
- Registration data: to allow user access to certain platform content, exclusive to registered users.
- Contract data: to provide legal security to the parties and facilitate the conclusion of the

business.

The processing of personal data for purposes not provided for in this Privacy Policy will only occur upon prior communication to the user, so that the rights and obligations set forth herein remain applicable.

SECTION 5 - HOW LONG ARE PERSONAL DATA STORED?

The personal data of the user and visitor are stored by the platform for the period necessary for the provision of the service or the fulfillment of the purposes provided for in this document, as provided for in item I of article 15 of Law 13.709/18.

The data may be removed or anonymized at the user's request, except in cases where the law provides otherwise.

Furthermore, the personal data of users may only be retained after the end of their processing in the following situations provided for in article 16 of the aforementioned law:

- Compliance with a legal or regulatory obligation by the data controller.
- Study by a research organization, ensuring, whenever possible, anonymization of personal data.
- Transfer to a third party, provided that the requirements for data processing set out in this Law are respected.
- Exclusive use of the data controller, with access by a third party prohibited, and provided that the data are anonymized.

SECTION 6 - SECURITY OF STORED PERSONAL DATA

The platform undertakes to apply technical and organizational measures capable of protecting personal data from unauthorized access and situations of destruction, loss, alteration, communication, or dissemination of such data.

The platform is not responsible for exclusive third-party fault, such as in the case of hacker or cracker attacks, or exclusive user fault, such as when they themselves transfer their data to third parties. The site undertakes to notify the user in case of any violation of their personal data security.

Stored personal data is treated confidentially, within legal limits. However, we may disclose your personal information if we are required by law to do so or if you violate our Terms of Service.

SECTION 7 - DATA SHARING

User data is only shared with data related to publications made by the user, such actions are shared publicly with other users.

User profile data is publicly shared in search systems and within the platform, and users are allowed to modify this configuration so that their profile does not appear in search results from such tools.

SECTION 8 - WILL STORED PERSONAL DATA BE TRANSFERRED TO THIRD PARTIES?

Personal data cannot be shared with third parties.

SECTION 9 - COOKIES OR BROWSING DATA

Cookies refer to text files sent by the platform to the user and visitor's computer and stored therein, with information related to browsing on the site. Such information is related to access data such as location and time of access and is stored by the user and visitor's browser so that the platform server can read them later to personalize platform services.

The user and visitor of the VideoLib Elastic Encoder platform acknowledge and accept that a browsing data collection system may be used through the use of cookies.

Persistent cookies remain on the user and visitor's hard drive after the browser is closed and will be used by the browser on subsequent visits to the site. Persistent cookies can be removed by following your browser's instructions. Session cookies are temporary and disappear after the browser is closed. It is possible to reset your web browser to refuse all cookies, but some platform features may not work correctly if the ability to accept cookies is disabled.

SECTION 10 - CONSENT

By using the services and providing personal information on the platform, the user is consenting to this Privacy Policy.

The user, upon registering, acknowledges and can exercise their rights to cancel their registration, access and update their personal data, and guarantees the accuracy of the information provided by them.

The user has the right to withdraw their consent at any time, and to do so, must contact us via email at contato@ecine.com.br.

SECTION 11 - CHANGES TO THIS PRIVACY POLICY

We reserve the right to modify this Privacy Policy at any time, so it is recommended that the user and visitor review it frequently.

Changes and clarifications will take effect immediately upon their publication on the platform. When changes are made, users will be notified. By using the service or providing personal information after any modifications, the user and visitor demonstrate their agreement with the new rules.

In the event of a merger or sale of the platform to another company, user data may be transferred to the new owners for the continuation of the services offered.

SECTION 12 - JURISDICTION FOR CONFLICT RESOLUTION

For the resolution of disputes arising from this instrument, Brazilian law will be fully applied.

Any disputes shall be submitted to the court of the district in which the company's headquarters are located.