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Area:	Pessoas & Operações
Approved By:	Felipe Ribeiro Bittencourt
Area:	CEO



1. PURPOSE

The Cookie Policy, defined below, aims to describe the practices we follow to protect the privacy of all visitors to our website. In this sense, our goal is to ensure that all users are familiar with all of our practices and, in this way, have all the necessary information to navigate correctly.

If you have any questions about the processing of your personal information on our website, please access the Privacy Policy or contact us by email: lgpd@waycarbon.com

2. SCOPE

It is applicable to all visitors to the company's website, employees, interns, directors, statutory persons, service providers and any person acting on behalf of WayCarbon or having a relationship with the company.

3. REFERENCES

- a. WayCarbon Website Privacy Administrative Policy.

4. DEFINITIONS

a. Cookies

Cookies are small text files that are stored on your computer or mobile device when you visit a website. They are used to remember your preferences and settings, which can make navigation easier and your use of the website more efficient.

b. Personal Data

Personal data is information that can be used to identify, directly or indirectly, a natural person. It may include information such as name, address, telephone number, email, date of birth, CPF number, ID number, etc.

c. Visitor

Visitor is the person who accesses and browses the WayCarbon website.



5. GENERAL RULES

5.1 USE OF COOKIES

Our cookies are used to recognize visitors and to remember important information, which makes the user's browsing experience as pleasant as possible. Cookies are useful because they allow websites to function or work more efficiently, according to the preferences and needs of visitors.

The user's browser stores cookies on the hard drive only during the current session, taking up minimal memory space and not damaging the computer.

Cookies do not contain any specific personal information, except for session cookies, which are automatically deleted when the browser session is closed.

Cookies are associated with the browser and not with the person. For this reason, they do not store information such as credit card or bank details, photographs, biometric data, etc.

The data we store is of a technical, statistical, preference and content personalization nature.

5.2 CONSENT TO USE OF COOKIES

When accessing the WayCarbon website and blog, in accordance with current legislation on data protection, we explicitly state the use of cookies, giving you the option to expressly consent and access more information through this Cookie Policy.

Please remember that cookies allow you to have a better experience on our websites and, without them, your browsing experience may be limited and some website features may be compromised.

You should be aware that if you continue browsing our website, you will be consenting to the use of cookies. You can change your mind at any time and block the use of cookies by changing your browser settings.

5.3 TYPES OF COOKIES

To improve your experience on our website and obtain analytical data, store and retrieve information about your browsing habits or those of your team and develop its activity, WayCarbon adopts the use of its own and third-party cookies on its website.

First-party cookies are those provided by our website and used to remember your preferences, maintain your login, collect information about your browsing behavior and personalize your experience.

Third-party cookies are cookies provided by domains other than our website. They are not inserted into your browser by WayCarbon, but rather by other websites.



WAYCARBON WEBSITE COOKIE
ADMINISTRATIVE POLICY

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Versão: 02
Data Aprovação: 27/01/2025

5.4 NECESSARY COOKIES

Necessary cookies are cookies that are essential for the functioning of a website. They are used to enable the website to function properly and provide the services requested by visitors.

Cookie	Provider	Expiration
GRECAPTCHA	google.com	6 months
AnalyticsSyncHistory	linkedin.com	1 month
li_gc	linkedin.com	1 month

A. PERSONALIZATION COOKIES

These cookies provide the user with access to some general characteristics pre-established based on a series of criteria, such as the language, the type of browser used to access the service, the location of access, etc.

Cookie	Provider	Expiration
language	blog.waycarbon.com	1 year
lide	linkedin.com	1 day

B. BEHAVIORAL ADVERTISING COOKIES

Behavioral advertising cookies are those that store information about the behavior of users when browsing our website. This information is used to create a user profile and display personalized ads.



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Cookie	Provider	Expiration
li_sugr	linkedin.com	3 months
_gcl_au	waycarbon.com	3 months
UserMatchHistory	linkedin.com	month

C. ADVERTISING COOKIES

Advertising cookies are used to manage the provision of advertising space on our website. They can also be used to adapt the content of advertisements to the content of our website or to your use of our website.

Cookie	Provider	Expiration
li_sugr	linkedin.com	3 months
bscookie	linkedin.com	1 year
bcookie	linkedin.com	1 year
_fbp	waycarbon.com	1 months

D. SOCIAL MEDIA COOKIES

Social media cookies may be stored on your computer when you visit our website. These companies have their own cookie policies:

- I) Youtube – <https://policies.google.com/technologies/cookies>
 - II) Linked In - <https://br.linkedin.com/legal/cookie-policy>
 - III) Facebook - <https://www.facebook.com/policies/cookies>
 - IV) Instagram - https://help.instagram.com/1896641480634370/?helpref=uf_share
 - V) Pinterest - <https://policy.pinterest.com/pt-br/cookies>
- <https://www.facebook.com/policies/cookies>



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Therefore, any privacy-related matter regarding social media cookies will follow the Cookie Policy of each social media network. It should be noted that neither WayCarbon nor advertisers can store personally identifiable information from cookies.

Cookie	Provider	Expiration
li_sugr	linkedin.com	2 meses

E. GOOGLE ANALYTICS COOKIES

We use Google Analytics on our website, a web analytics service provided by Google, Inc., headquartered in the United States, 1600 Amphitheatre Para-a, Mountain View, CA 94043.

To perform these services, we use cookies that store information, including the user's IP address. This information will be transmitted, processed and stored by Google, in accordance with the provisions of <https://policies.google.com/technologies/cookies>

Cookie	Provider	Expiration
_gat_gtag_UA_21315676_2	waycarbon.com	3 months
_gat	waycarbon.com	During access
_gat_UA-21315676-1	waycarbon.com	During access
_ga	waycarbon.com	1 year and 1 month
_gid	waycarbon.com	1 day

6. MANAGEMENT AND REFUSAL OF THE USE OF COOKIES

The user may change or refuse the use of cookies in their browser at any time.

To do so, the user must adjust the settings of each browser and computer they use, as cookies are associated with the browser.



- I. Google Chrome - <https://support.google.com/chrome/answer/95647?hl=pt-BR>;
- II. Mozilla Firefox - <https://support.mozilla.org/pt-BR/kb/ative-e-desative-os-cookies-que-os-sites-usam>;
- III. Apple Safari - <https://support.apple.com/pt-br/HT201265>
- IV. Microsoft Edge - <https://support.microsoft.com/pt-br/microsoft-edge/excluir-cookies-no-microsoft-edge-63947406-40ac-c3b8-57b92a946a29ae09#:~:text=No%20Edge%2C%20selecione%20Configura%C3%A7%C3%B5es%20e%20mais%20%3E%20Configura%C3%A7%C3%B5es%20%3E%20Privacidade%2C,e%20outros%20dados%20do%20site>.

7. MANAGEMENT AND APPROVAL OF NEW COOKIES

In compliance with the guidelines established by the ANPD (National Data Protection Authority), we have implemented a strict procedure for approving cookies, ensuring that users' consent is obtained freely, informed and explicitly before any data is collected.

When accessing our services, the user is immediately informed about the use of cookies, with clear explanations of their purposes and types, and the possibility of accepting or rejecting the categories of cookies. All consent is securely recorded, allowing the user to easily review and revoke their choice at any time.

Internally, we maintain structured governance, with technical controls that ensure that only authorized cookies are collected. In addition, the responsible team, i.e. Marketing, is trained, ensuring that any changes to cookies are reviewed directly by WayCarbon's governance area, which will make the changes and provide appropriate communication to users. This process will be reviewed annually or when necessary to ensure compliance with the LGPD and ANPD standards.

8. DOUBTS

To obtain any information and/or request regarding WayCarbon's Cookie Policy, please contact us by email at lgpd@waycarbon.com.

If you wish, you can also send us a letter, in writing, to our headquarters in Belo Horizonte/MG, at Rua Bernardo Guimarães, number 166, 6th floor, Funcionários, CEP: 30.140-080.

9. APPROVAL AND VALIDITY

This rule shall come into force on January 17, 2025 (January seventeenth, two thousand and twenty-five), repealing all provisions to the contrary, and shall remain in force until another



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provision is enacted. Its content shall be subject to periodic review, at least annually.

10. ANNEXES

N/A

Política de Cookies do Site - Ingles.pdf

Documento número #7dc39492-3f60-47f4-9795-26a2a2878476

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Assinaturas

✓ **Felipe Ribeiro Bittencourt**

CPF: 054.385.576-75

Assinou como responsável legal em 07 fev 2025 às 14:30:01

Log

- 27 jan 2025, 15:25:05 Operador com email dara.mota@waycarbon.com na Conta df2a6c58-fc50-4a72-98ad-8b218179e91f criou este documento número 7dc39492-3f60-47f4-9795-26a2a2878476. Data limite para assinatura do documento: 26 de fevereiro de 2025 (15:25). Finalização automática após a última assinatura: habilitada. Idioma: Português brasileiro.
- 27 jan 2025, 15:30:35 Operador com email dara.mota@waycarbon.com na Conta df2a6c58-fc50-4a72-98ad-8b218179e91f adicionou à Lista de Assinatura: felipe.bittencourt@waycarbon.com para assinar como responsável legal, via E-mail.
- Pontos de autenticação: Token via E-mail; Nome Completo; CPF; endereço de IP. Dados informados pelo Operador para validação do signatário: nome completo Felipe Ribeiro Bittencourt e CPF 054.385.576-75.
- 07 fev 2025, 14:30:01 Felipe Ribeiro Bittencourt assinou como responsável legal. Pontos de autenticação: Token via E-mail felipe.bittencourt@waycarbon.com. CPF informado: 054.385.576-75. IP: 24.239.164.190. Componente de assinatura versão 1.1118.0 disponibilizado em <https://app.clicksign.com>.
- 07 fev 2025, 14:30:02 Processo de assinatura finalizado automaticamente. Motivo: finalização automática após a última assinatura habilitada. Processo de assinatura concluído para o documento número 7dc39492-3f60-47f4-9795-26a2a2878476.



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