

Globo respects and protects your privacy

In all we do, we aim at protecting our data and information. We know that you do the same. Your personal data (“Data”) are valuable assets that must be preserved. So, you need to know exactly how they may be used. This is exactly why we created this Privacy Policy (“Policy”). We will explain, talk, answer questions. We will open a communication channel with you about Data privacy.

Here, we list which of your Data we may obtain and how we may use them.

This Policy applies to all services made available by Globo (group of companies listed in the section “Which Globo companies are the controllers of your Data”, below) through printed content, product delivery, websites, apps, interfaces, portals, Internet products and applications, as, among others, Globoplay, Cartola, GE, Gshow and O Globo, besides other Globo products and services, either physical or digital, that disclose and are connected to this Policy (“Service” or, in combination, “Services”). The specific Data Use of each Service, not foreseen here, will be regulated in its respective terms of use (“Terms of Use”).

Here you will find out:

Which Data we collect about you

For you to enjoy all benefits of the Services and take part in

promotions, on-line events, raffles, voting, make purchases, access free Services and subscribe to Services, the first step will be the creation of a Globo Account or your enrollment in our Registries.

- **Globo Account Data**

We collect some Data about you when you create your Globo Account, for you to create a login and password ("Globo Account"). During the enrollment process, we request Data such as: your full name, e-mail address, date of birth, gender, location, CPF number (individual taxpayer enrollment number), home address, home phone and/or cellphone number and, in the case of Service subscription, billing data (as applicable for the Service).

- **Data of other Globo Registries**

We collect your Data, also, when you subscribe to access our e-commerce, as well as specific Services that do not utilize the Globo Account. In these subscriptions, we usually request the same Data necessary to create a Globo Account.

- **Navigation Data**

We also collect your Data when you (i) use our Services; (ii) fill out forms, make comments, participate in promotions, voting, on-line events, raffles, make searches and other interactions in our Services; and (iii) access our Services through your computer, cellphone, smart TV and/or other access device. Data collected from your access to the Services include: your approximate location (latitude and longitude); your IP address; information about the access device (such as the unit identifier, publicity identifier, name, and type of operational system); information about your Internet connection; type of your browser and the pages and content you access in our Services.

Besides, when you Interact with certain Services, we may request access to your photo gallery, photos in social media, camera and microphone of your access device, as well as your contact list. In such situations, your previous authorization will always be requested for the collection of

said Data.

- **Data obtained from third parties**

We collect Data about you from publicly available sources, service providers and partners who provide your Data to us according to the applicable legislation.

- **Anonymized Data**

Besides treating your Data according to this Policy, we also collect and treat your data in an anonymized manner, that is, for you not to be personally identified.

How we use your Data

We use your Data to:

- (i) Provide Services to you:

- o Complying with the terms and conditions of this Policy, the Terms of Use and the subscription contracts (as applicable);
- o Streamlining the purchase and delivery of our products, through *e-commerce*;
- o Delivering printed and/or digital content;
- o Processing the payment, in case you hire a paid Service;
- o Confirming and completing your Data, according to the relationship established with you;
- o Fulfilling the requirements of promotions, commercial actions or contests, in case of promotions, commercial actions or contests carried out by Globo, or sponsored by other companies, or even in partnership with Globo, as long as you have agreed in taking part of such promotions, commercial actions or contests;
- o Sending confirmations and answering your orders, in case of paid Services; and
- o Obtaining your credit history to help detect and avoid cases of fraud.

(ii) Communicate with you:

- o Responding when you contact Globo, according to the relationship established with you;
- o Carrying out polls and surveys with the purpose of testing, troubleshooting, improving or assessing our Services;
- o Communicating about events, promotions and/or advertisements conducted by us and/or by Related Companies (as defined in the Section “With whom we share your Data” below) and/or, by our partners and advertisers, in your e-mail account, through SMS, message apps, telephone calls (including telemarketing) and push notifications;
- o Informing about changes in our terms, services or policies (including this Policy); and
- o Offering new Services to you, through your e-mail account, SMS, message apps, telephone calls (including telemarketing) and push notifications, including the ones you started hiring, but did not finish.

(iii) Provide safety and protect rights:

- o Providing technical and operational support and guaranteeing the safety and functionality of Services;
- o Preventing illegal, fraudulent or suspicious activities, that may cause damage to Globo or third parties;
- o Preventing technical or security problems;
- o Protecting our rights and properties, including from invasions and hacking; and
- o Protecting the property rights of third parties that use our Services.

(iv) Personalize your experience:

- o Selecting and personalizing advertisement to you, inside or outside the Services;
- o Customizing content and publicity that we show in our Services;
- o Inferring content and topics that might be of your

interest;

- o Identifying and recommending content, products and services by Globo and Related Companies that might be of your interest; and
- o Creating a profile about you, personalizing your experience in our Services and the services by Related Companies.

(v) Improve, analyze the Services and develop new products and services:

- o Developing, assessing the performance, testing and improving Services, as well as new content and services;
- o Carrying out survey, analysis and innovation activities related to the performance and improvement of our Services, or services by Related Companies, or even from our partners and sponsors;
- o Supporting advertisers and partners in the assessment of the effectiveness and reach of advertisement and also to understand the profiles of people who access such advertisement;
- o Monitoring activities and using trends;
- o Measuring Service interactions and ratings;
- o Developing machine learning; and
- o Recognizing and following up on your navigation.

(vi) Fulfill our legal and regulatory obligations:

- o Complying with legal, judicial and administrative determinations and letters from competent authorities; and
- o Taking or causing legal, judicial and administrative measures to defend our rights and the rights of third parties, including in any legal or administrative process.

(vii) Promote social welfare:

- o Performing, supporting and incentivizing surveys, social projects and initiatives related to general social welfare, citizenship, health, education and culture.

(viii) Use Data obtained from third parties:

- o Using the Data with the same purposes permitted by Law to the third party who shared their data with Globo, as the terms of this Policy.

How you can manage your Data

Globo is committed to guaranteeing that you exercise your rights.

If you want to exercise your rights and clarify doubts about Data, access the Privacy Portal to obtain more information, or your Globo account, or you can also contact us through our Customer Service hotline.

Your rights may be exercised in the following manners:

- Accessing your Data and rectifying them when they are incomplete, inexact, or outdated. To do this, we make available tools and settings in your Globo Account or in other registries that you might have at Globo (as applicable) for you to access and correct your Data associated to such registries.

In case you have questions, you may also request the access to and the rectification of your Data, as well as the confirmation of the existence of treatment, through the Customer Assistance hotline.

- You may request the exclusion of your Data through the cancellation of your Globo Account or other registries you might have at Globo (as applicable), and Globo will make the definitive deletion of your Data in up to 180 days. After the deletion, Globo may only keep your Data (a) during the necessary deadline for purposes of legal, administrative and arbitration processes, (b) to fulfill legal and/or regulatory obligations, (c) for the regular exercise of rights, such as enforcing Globo's rights based on the subscription contract and/or enforcement of the Terms of Use or (d) in an anonymized format.
- You have the right to receive your Data in a simplified format. To do so, we make available the option of downloading the Data related to your Globo Account.

How we treat Data of minors

We know how important the privacy and protection of Data of minors is.

We do not allow children below 8 years old to create a Globo Account or adolescents below 18 years old to hire paid Services. In these cases, the minors must be represented or assisted by their legal guardian, as established by Law.

We also establish a parental consent flow so minors between 8 and 16 years old are able to create a Globo Account. Such flow consists of requesting the authorization of a legal guardian for the minor to create the Globo Account, which includes optional information about the guardian's CPF (individual taxpayer enrollment number) to prove they are overage.

Which Globo companies are controllers of your Data

Globo companies share among themselves infrastructure, systems, and technology for you to have an integrated, innovative, efficient and safe experience in all Services.

Your Data are controlled by all Globo companies listed below:

- Globo Comunicação e Participações S.A (CNPJ /MF 27.865.757/0001-02) (“Som Livre”, “TV Globo”, “Globo.com”, “Globoplay” and “Canais Globo”);
- Editora Globo S.A. (CNPJ/MF 04.067.191/0001-60) (“Editora Globo” and “Jornal O Globo”);
- Rádio Globo S.A (CNPJ/MF 33.066.234/0001-90) (“CBN Rio”);
- Rádio Globo Eldorado Ltda. (CNPJ/MF 34.267.617/0001-90) (“Rádio Globo”);
- Rádio Belo Horizonte Ltda. (CNPJ/MF 16.640.849/0001-60) (“BH FM”);

- Caeté Sistema de Comunicação Ltda. (CNPJ/MF 23.970.247/0001-36) (“CBN BH”)
- Rádio Excelsior S.A (CNPJ/MF 02.015.014/0001-04) (“CBN”);
- Edições Globo Condé Nast S.A. (CNPJ/MF 10.739.386/0001-01) (“EGCN”).

The list above may be updated.

With whom we share your Data

Globo uses reliable third-party services and technologies that follow acceptable safety standards and are subject to the confidentiality obligation. Your Data will be shared with the categories of third parties (below) (alongside, “Partners”) always in agreement with this Policy, the Terms of Use of the respective Service (if any), the applicable legislation and for the purposes established below.

Sponsors and Advertisers.

In order to fulfill the requirements of commercial actions, promotions or contests, in the case of commercial actions, promotions and contents sponsored by other companies or through partnerships with Globo, since you have agreed to participate in such actions or promotions and contests.

Survey companies.

To offer a more appropriate service for your profile, we and/or our survey partners will contact you to carry out polls and surveys with the intention of testing, troubleshooting, or assessing our Services.

Related Companies.

To (i) identify products and services of the Related Companies that might be of your interest; (ii) create a more personalized profile about you with the purpose of helping personalize your experience with the Related Companies’ services; (iii) offer publicity based on your interests; (iv) carry out surveys and analyses to assist in the improvement of services by the Related Companies (for example, recommending shows to you that might be of your interest); and (v) communicating commercial actions, promotions or contests

conducted by the Related Companies and/or by Globo in partnership with the Related Companies. By Related Companies, we understand all companies which are or will be controlled, controllers, affiliated or under common control of Organizações Globo e Participações S.A.

Service Providers of Information Technology.

To (i) provide cloud services to our platform; (ii) host the Services and content; and (iii) provide technical and operational support for the Services. In these circumstances, your Data will be stored and processed in third-party platforms, which may be located in Brazil or abroad.

Technical Support Service Provider.

For third parties who provide technical support services for us to provide assistance to the users or subscribers. In these circumstances, your Data will be processed by such third parties.

Marketing Service Providers.

To offer relevant advertisement for your profile, marketing e-mails, telemarketing, SMS, push notifications, we count on third-party services.

Financial Institutions, Payment Solution Providers, Payment Solution Integrators and Credit Card Companies.

To process payment in case you hire a paid Service, we will share your credit card number, bank information, billing data and contact information to financial institutions, payment solution providers, payment solution integrators and credit card companies.

Data and Credit Analysis Partners.

To confirm and complete your Data, we will cross the Data you provide to us with the ones you shared with Data analysis companies, including credit ones.

Governmental Authorities.

To (i) comply with legal, judicial, and administrative provisions and also comply with letters from competent authorities and (ii) take or cause legal, judicial and administrative measures to defend our rights foreseen by this Policy and the Terms of Use, including any judicial or administrative process. By Governmental Authorities, we understand police authorities, public entities and/or other governmental organizations.

Safety and fraud prevention entities.

To (i) fulfill contractual obligations; (ii) exercise the terms and conditions of this Policy and/or the Terms of Use and/or subscription contracts which you have accepted; (iii) prevent illegal, fraudulent, and suspicious activities; (iv) prevent technical or safety problems; and (v) report violations and/or protect our rights and properties.

Measurement Partners.

To carry out analyses of ratings, reach and relevance and measuring report of Services.

Globo's Affiliates (Rede Globo de Televisão).

To manage their services that use our technological tools.

Partners and buyers of new campaigns and/or assets. For the sale of businesses, assets or corporate interests of Globo, or the constitution of new companies and allocation of investments.

Business Partners.

To (i) improve our Services; (ii) expand our businesses; and (iii) develop new businesses, including businesses that involve service provision to third parties of Data complementation, with the purpose of facilitating your registration and improving your experience with products and services of partners.

What cookies are and why they are useful

What cookies are and why they are useful

Cookies are small text files submitted and stored in your computer. These small files are useful to recognize, follow and store your navigation as an Internet user.

Why cookies are useful

The use of cookies to follow and store information will enable Globo to offer a more personalized service, according to the characteristics and interests of its users, including the possibility of offering specific content and publicity to each person, providing benefits to the experience of the Internet user.

In general, cookies are used to:

- Provide unique services, remembering who you are and which your navigation habits are, besides accessing information on your Globo registry;
- Calculate the dimension of Globo's ratings;
- Follow the development of promotions. When a promotion is organized by Globo, it uses cookies. The information stored in the cookie indicate the user's score;
- Measure certain navigation patterns, mapping which areas of the Service portals you visited and your visitation habits in general. We use this information to verify the navigation routine of our users, and offer more and more personalized content and/or services; and
- Facilitate and streamline the filling out of forms. The information contained in each user's cookies may be used to previously fill out existing data collection forms on the Internet.

Find below the categories of cookies we use at Globo.

Category of use	Example
Strictly necessary	<p>Necessary for the functioning of the website. They allow you to navigate through our websites and use our services and resources (for example, security cookies to authenticate users, avoid the fraudulent use of login credentials and protect users' data from unauthorized third parties).</p>
Performance	<p>These cookies usually collect information anonymously and allow determining information, such as the number of visitors of a page, how the visitors arrived at the website and the pages accessed.</p>
Functionality	<p>The cookies in this category allow Globo to remember information about the user's behavior and preferences, such as the city selected.</p> <p>The loss of information stored in a preference cookie can make the experience on a website less functional, but does not prevent the website from functioning.</p>

Publicity and direction	Globo uses some cookies with a publicity purpose. This happens to deliver advertisement and make publicity campaigns according to a certain audience. Through these cookies, it is possible to deliver advertisements according to their consumption profile on the website.
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Use of third-party cookies

Technology service providers may use their own cookies on Services, with our authorization, to provide services to Globo. Such cookies will collect your Data in our properties for the purposes foreseen in this policy.

How to change or block cookies

Most of the browsers are configured to automatically accept cookies. You can, however, change the configurations to block cookies or to warn you when a cookie is being submitted to your device. There are many ways to manage cookies, it is possible to create a general blockage for cookies, block cookies from a specific website and even block third-party cookies in relation to a website. Blocking all cookies will affect the functioning of the experience, because it will not be possible to identify your preferences and recommend relevant content and publicity.

Check the instructions in your browser to know more about how to adjust or change your configurations, and remember that the desired configuration must be replicated to all devices used to access the Services (such as computers, smartphones, tablets). If you wish to do so, check here the links to change cookies configurations on the main browsers.

How Partners may collect Data about you from Services

Partners may collect Data from Services as described below:

Data collected by Partners in our properties.

We have Partners that include tags, pixels, cookies, and other monitoring tools in our properties. These technologies allow accompanying your activities in our properties (such as: measuring activities and using Service trends), to offer the best User experience of our Services or a more directed publicity with the appropriate exposure frequency, always aiming at providing you with a unique and personalized experience.

Data collected by third parties in their own properties.

We have several partners, advertisers and/or sponsors that create and offer you goods and services, besides raffles, commercial actions and promotions through their own properties which are accessed from our Services. The Data you provide when you visit and/or complete transactions on these third-party websites are requested and obtained through these partners, advertisers and/or sponsors, so they are subject to their own Data treatment practices.

To obtain more information on the Data treatment standards of these partners, advertisers and/or sponsors, we recommend that you consult their respective privacy policy on the partner, advertiser and/or sponsor's website.

Where we store, treat, and transfer your Data

You consent that your Data shall be transferred, stored, and treated in Brazil or in a foreign territory by Globo or Partners, knowing that we will take the technical and organizational security and confidentiality measures and protections to guarantee an appropriate level of Data protection (check the section "How we maintain the safety of your Data" below).

How we maintain the safety of your Data

Globo implements safety controls to protect your Data. We adopt practices aligned with the technical and regulatory market standards for Data safety and privacy, with actions in technology and in our organizational processes.

Our measures to preserve your Data against unauthorized access, use, alteration, disclosure or destruction include the physical and logical protection of the assets, encrypted communications, management of accesses, adherence of the safe development of software and internal policies of compliance that insert safety in the life cycle of our Services.

All these controls are always revised to follow and react to new Internet threats. Even so, it is not possible to guarantee that our Services are completely inviolable. But stay calm: we count on teams prepared to detect and promptly respond, in case of the occurrence of any event or incident that may jeopardize the safety of your Data or our Services.

How we can warn you about alterations in the Policy

We are always improving our Policy and the changes will be reflected on this page. So, before using one of our Services, take a quick look here. You will be warned about any alteration, either through a warning at the Privacy Portal, on the Services, or via e-mail, SMS, push notification or through other means.

When we publish alterations to this Policy, we will update the date when the last alteration was published.

Remember: When you continue accessing our Services after such alterations are enforced, you agree with the new version of the Policy.

How to contact us

Know more about how Globo treats your privacy in our Privacy Portal. If you have questions about our Policy or about the treatment of your Data by Globo, contact us through the Customer Assistance hotline. This Policy is a continuous process to protect and use your information more safely and ethically. Totally designed for you. Therefore, it is so important for us to include you, hear from you, and know about your impressions on what we discussed here.

Date of the last alteration: 08/03/20