

## Privacy Directives

By accessing the website and/or application, **the user expresses his/her free acceptance as to the terms of these Privacy Directives, authorizing the obtainment of the data and information mentioned herein, as well as its use for the purposes specified below.** In case he/she is not in agreement with these Directives, the user can discontinue the access to the site and/or application.

The treatment of information relative to site and/or application users shall meet the following directives:

a) **During the navigation, the following information can be collected: characteristics of the access device, the navigator, Internet protocol with date, time and origin, information on clicks, pages accessed, next page accessed after leaving the site and/or application, any term typed in the site and/or application (including in our search tool), geolocalization and profile data in social networks among others.**

b) The information shall be received, treated and stored on a safe and whole way, in a controlled and safe environment, respecting the legal time period for safeguard, even after the end of the relationship maintained with the site and/or application user.

c) The information obtained shall be considered private and shall only be accessed by authorized persons and qualified to grant it the adequate treatment.

d) **The information collected can be used to enable a more efficient navigation, directed to user needs, allowing them a better experience.** The time for safeguard of the information shall observe the legislation in force, as well as the best Information Safety practices, aiming at meeting the highest level of confidentiality, integrity and availability.

e) There can be used cookies or similar technologies to recognize the origin and the last access, as well as to monitor the use of the site and/or application.

f) While navigating at the site, the user might not accept the use of cookies. In this hypothesis, he/she can adjust the configurations of his/her navigator so as not to allow the use. However, it is not recommended to disable them, since this can impact the experience of the user when using the site. In relation to the application, in case the user does not agree with the use of technologies to recognize the origin and last access, as well as to monitor its use, the user must interrupt his/her access to the application.

g) **The storage and use of the information shall enable Bradesco to offer personalized services, in accordance with the characteristics and interests of its users.** With this, there can be offers of content and advertising specific to each user, benefitting his/her experience in the site and/or application. For this purpose, **Bradesco can share the information obtained with contracted companies, always meeting the fundamentals of user protection,** being required compliance with our

safety and privacy guidelines as set forth in these Directives and in the legal requirements.

h) The information and data contained in our records, as well as other requests which come to guarantee legal or contractual rights, shall only be provided to the respective owners upon formal request, in compliance with the legal requirements.

i) The records of access and user personal data, observance to the rights to privacy, to the protection of personal data and to the secrecy of private communications shall be carried out under the terms of the legislation.

j) The personal data can be excluded, definitely, upon request of the user, himself, at the end of the relationship between the parties, observing the time period for safeguard established in law.

k) The site and/or application can contain links which direct the user, at his/her sole and exclusive discretion, to third party pages. Bradesco exempts itself from any responsibility for the safety of the navigation in such pages, as well as for the contents available therein.

l) Irrespective of the orientation given in the site and/or in the application page, these Privacy Directives are not applicable to third party company pages, which can have privacy policies different from this, with respect to which we recommend reading.

m) The authentication mechanisms (password, Token, TAN Code, etc.) made available to access transactional environments are of personal and non-transferable use and should not be shared, under any circumstance. Bradesco Organization shall not be responsible for any damage cause by such sharing.

n) Bradesco shall not be responsible, under any circumstance, for problems related to partial or total non-availability of the data transmissions resulting from the infrastructure of the providers of services and internet accesses.

#### **Glossary: Definition of technical terms:**

**Cookies or similar technologies (e.g.: pixel tags, web bugs, among others):** small text files which store user preferences in the utilization of certain sites and/or applications in the internet, improving their navigation experience and making it faster.

**Links:** also named hyperlinks, or connections are logical and dynamic connections, generally underlined in blue, which lead the user to a page or website in the internet.