

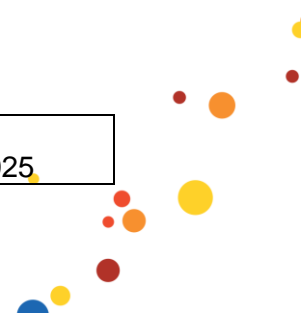
Personal Data Protection

# PPDP002 – EXTERNAL PRIVACY POLICY

**Classification:** Open

Version 1.9

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## External Privacy Policy

LG lugar de gente is very concerned about privacy and data protection. It is important to share our Privacy and Personal Data Protection Policy with you, the data subject, so that you are aware of our care, protection and transparency in the processing of your personal data.

This Policy is made for you, to present the guidelines and the way in which LG lugar de gente collects, processes, stores and protects personal information in the treatment of personal data as **CONTROLLER**, when it will be up to LG lugar de gente the decisions regarding the treatment of your personal data.

Therefore, this Policy is to show you our data collection activities both online and offline, covering the personal data that LG lugar de gente collects through our various channels, including - but not limited to - websites, apps, third-party social networks, surveys and events. Please note that LG lugar de gente may aggregate combined personal data from different sources (e.g. our website and offline events) or LG lugar de gente partners. You can consult the section "About your rights regarding personal data" for more information on how to object to this.

In some specific cases, if you decide not to provide us with your personal data indicated as necessary (LG lugar de gente will indicate when this is the case, for example by explicitly placing this information on our registration forms), we may not be able to provide you with our services.

### Where do we collect personal data?

LG lugar de gente may collect your personal data from the following sources:

- **LG lugar de gente websites:** all our websites may be used to collect personal data. This includes both sites that we operate directly through our domains and IP addresses, and sites or pages that LG lugar de gente establishes on third-party services, such as Facebook, LinkedIn, and others that offer this type of service.
- **Electronic mail and instant messaging systems:** services used to maintain electronic communications between you and LG lugar de gente, including those made available directly by LG lugar de gente, or third-party services such as WhatsApp, Telegram, SMS (short message service) and similar.
- **LG lugar de gente mobile applications and products:** mobile applications and products provided directly by LG lugar de gente or through third-party services such as Google or Apple
- **Ads, advertisements and online forms:** interactions with any type of LG lugar de gente ads, advertisements and online forms.
- **Offline records:** Records filled out offline, distributed during events and other interactions with LG lugar de gente.
- **Data received from third parties:** Including, but not limited to, social networks and third-party websites such as Facebook, Instagram, LinkedIn, Google Analytics and similar, data aggregator services, LG lugar de gente partners, public sources and data received during the acquisition of other companies.

### What personal data do we collect and how is it collected?

During your interaction with LG lugar de gente, using one of the previously mentioned collection sources, we may collect various types of personal data about you, as set out below:

- **Contact Information:** This includes any type of information that may facilitate our contact with you, including your physical mailing address, telephone numbers, e-mail addresses, websites and social media profiles.

- **Login information:** any information to identify and authenticate yourself to services provided by LG lugar de gente, including your registration name (login), password in unrecoverable format (encrypted) and security questions.
- **Demographic information and your interests:** any information that may describe your demographics, habits or behavioral characteristics, including items such as your birthday, date of birth, age or age range, gender, geographic location, favorite products, hobbies and pastimes, other interests and family or lifestyle information.
- **Technical information about your computer equipment or mobile devices:** details about your computer or other portable device that has been used to access one of our websites, services or applications, including a record of the IP address used to connect your computer or device to the internet, your geographical location, the type and version of operating system and the type and version of web browser. If you access an LG lugar de gente website or application using a mobile device, such as a smart phone or tablet, the information collected will also include, where permitted, your phone's unique device ID, geographic location and other similar mobile device data.
- **Information about how you use our sites and services:** during your interaction with our sites and services, LG lugar de gente will use automatic data collection technologies to capture information about the actions you have taken. This can include details such as which links you click on, which pages or content you view and for how long, and other similar information and statistics about your interactions, such as response times to content, download errors and length of visits to certain pages. This information is captured through automated technologies such as Cookies (Browser Cookies, Flash Cookies and similar), web beacons and via third-party tracking. You have complete freedom to object to the use of such technologies. For more details, see Section "About your personal data rights".
- **Market research and consumer feedback:** this is information that you voluntarily share with LG lugar de gente about your experience of using our products and services.
- **Content generated by personal data subjects:** including any content you create and share with LG lugar de gente on third-party social networks or by uploading to one of our websites, applications and other online and offline services, including the use of third-party social networking applications such as Facebook, Instagram, LinkedIn and the like. This data includes texts, comments, articles, photos, videos, personal stories or other similar content and media. Where permitted, LG lugar de gente collects and publishes content generated by users in connection with a variety of activities, including promotion of LG lugar de gente products and services, contests, giveaways and other promotions, the site's community features, user engagement and third-party social networks.
- **Information from third-party social networks:** this is any data that you share publicly on a third-party social network or information that is part of your profile on a third-party social network (such as Facebook, Instagram, LinkedIn and the like) and that you allow the third-party social network to share with us. This data may include details such as your basic account information (name, email address, gender, date of birth, current city, profile picture, user ID, friends list and similar information) and any other additional information or activities that you allow the third-party social network to share with us. LG lugar de gente will receive your third-party social network profile information (or portions thereof) whenever you download an item or interact with an LG lugar de gente web application or service on a third-party social network; whenever you use a social network feature that is integrated with an LG lugar de gente website, or whenever you interact with us through a third-party social network. To learn more about how your information from a third-party social network is obtained by LG lugar de gente or to opt out of sharing this social network information, please visit the website of the specific third-party social network.
- **Sensitive Personal Data:** LG lugar de gente does not process personal data considered sensitive in accordance with current legislation, except in situations provided for in current legislation. Therefore, we do not intend to collect or process sensitive personal data in the normal course of your interactions with our products, services, websites, applications, etc. If we process your sensitive personal data, LG lugar de

gente will rely on the following legal bases: (i) detection and prevention of crime, (ii) compliance with applicable law and (iii) consent of the data subject.

## On the use of your personal data

The following items describe the purposes for which LG lugar de gente collects your personal data, and the different types of personal data it collects for each purpose. Please note that not all the uses below will be relevant to all individuals and may only apply to specific situations.

- **Services to the holder:** your personal data is used for the purpose of providing services to you as the holder of the personal data, including answering your doubts, questions and suggestions. This usually requires certain personal contact details and information about the reason for your question, query or suggestion.
  - **Reason for using your personal data in this situation:**
    - Fulfill contractual obligations;
    - Legal obligations;
    - Our legitimate interests;
    - We have obtained your consent (where required).
  - **Our legitimate interests in this situation:**
    - Improve and develop new products and services;
    - Be more efficient in responding to your requests;
    - Protect our systems, networks and employees;
    - Fully comply with legal obligations.
  
- **Carrying out contests, promotions and other marketing actions:** with your consent (when necessary, in accordance with current legislation), LG lugar de gente will use your personal data to provide information about products or services, such as marketing communications, advertising campaigns or promotions. This can be done through various means of communication, including e-mail, advertisements, SMS messaging, telephone calls and postal mailings (as permitted by current legislation), as well as our own websites, social networks and third-party applications. In this situation, the use of your personal data is completely voluntary, which means that you can object or even withdraw your consent to the processing of your personal data for these purposes at any time. For details on how to change your preferences about marketing communications, see the section "About your rights regarding personal data" in this policy. For more information about our contests and other promotions, see the regulations or details posted about each contest/promotion.
  - **Reason for using your personal data in this situation:**
    - Fulfill contractual obligations;
    - Our legitimate interests;
    - Obtain your consent (where necessary).
  - **Our legitimate interests in this situation:**
    - Understand which of our products and services may interest you and providing information about them;
    - Define consumers for new products or services.
  
- **Social networks and third-party websites:** We will use your personal data when you interact with social network functions and third-party websites, such as "liking", to provide advertisements and interact with you on third-party social networks. The way these interactions work, the profile data that LG lugar de gente obtains about you, and how to cancel them ("opt-out") can be understood by reviewing the privacy policies directly on the respective social networks and third-party sites.
  - **Reason for using your personal data in this situation:**
    - Our legitimate interests;
    - Obtain your consent (where necessary).
  - **Our legitimate interests in this situation:**

- Understand which of our products and services may interest you and providing information about them;
  - Define consumers for new products or services.
- **Personalization (offline and online):** Based on your consent (where required under applicable law), LG lugar de gente will use your personal data (i) to understand your preferences and habits; (ii) to anticipate your needs, based on our understanding of your profile; (iii) to improve and personalize your experience on our websites and applications; (iv) to ensure that the content of our websites and applications is optimized for you and for your computer or device; (v) to send you targeted advertising and content, and (vi) to allow you to participate in interactive functions, whenever you choose to do so. In this situation, the use of your personal data is completely voluntary, which means that you can object, or even withdraw your consent at any time, to the processing of your personal data for these purposes. For details, see the section "About your rights regarding personal data" in this policy.
    - **Reason for using your personal data in this situation:**
      - Our legitimate interests;
      - Obtain your consent (where necessary).
    - **Our legitimate interests in this situation**
      - Understand which of our products and services may interest you and providing information about them;
      - Define consumers for new products or services.
  - **Legal reasons or merger/acquisition:** If LG lugar de gente or its assets are acquired by or merged with another company, including by reason of bankruptcy, we will share your personal data with our legal successors, respecting the requirements of current legislation. We will also disclose your personal data to third parties (i) when required by applicable law; (ii) in response to legal proceedings; (iii) in response to a request from the competent legal authority; (iv) to protect our rights, privacy, safety or property; or (v) to enforce the terms of any agreement or the terms of our website, products and services, in accordance with applicable law.
    - **Reason for using your personal data in this situation:**
      - Legal obligations;
      - Our legitimate interests.
    - **Our legitimate interests in this situation:**
      - Fully comply with legal obligations;
      - Protect our systems, assets and employees.
  - **Other purposes and general situations:** In accordance with current legislation, LG lugar de gente will use your personal data for other general business purposes, such as servicing your account, conducting internal or market research and measuring the effectiveness of our advertising campaigns. If you have a registered account with LG lugar de gente, we reserve the right to use your personal data for the management and operation of our communications, IT and security and data protection systems.
    - **Reason for using your personal data in this situation:**
      - Fulfill contractual obligations;
      - Legal obligations;
      - Our legitimate interests;
      - Obtain your consent (where necessary).
    - **Our legitimate interests in this situation:**
      - Improve and develop new products and services;
      - Be more efficient in fulfilling your orders;
      - Protect our systems, networks and employees;
      - Fully comply with legal obligations.

At the time this Policy was drawn up, all operations justified by legitimate interest were subject to the LIA (Legitimate Interests Assessment) test and registered.

## About sharing your personal data

In addition to the entities that are part of LG lugar de gente, we may share your personal data with the following types of third-party organizations:

- **Service providers:** These include external companies that are used by LG lugar de gente to help operate our business. Service providers and their selected collaborators are only authorized to access your personal data on behalf of LG lugar de gente for the specific tasks, which are requested from them based on our direct instructions. Our service providers are contractually obliged to keep your personal data confidential and secure, and in the event of a breach they are jointly and severally liable in accordance with current legislation.
- **Credit analysis, debt collection and financial services agencies:** To the extent permitted by applicable law, credit analysis and/or debt collection agencies are outside companies that LG lugar de gente may use to help us check your credit situation or to collect overdue payments.
- **Third-party companies that use personal data for their own marketing purposes:** Except in situations where you have given your specific consent, LG lugar de gente does not license or sell your personal data to third-party companies for their own marketing purposes. In cases where this type of sharing takes place, the identity of these third-party companies will be revealed before your consent is obtained.
- **Third parties who use your personal data for legal reasons or due to merger/acquisition:** We will disclose your personal data to third parties for legal reasons or in the context of a merger or acquisition at LG lugar de gente.

## How long will we keep your personal data?

In accordance with current legislation, LG lugar de gente will use your personal data for as long as necessary to fulfill the purposes for which your personal data was collected, as described in this policy, or to comply with applicable legal requirements.

Personal data used to provide you with a personalized experience will be kept exclusively for the time allowed, in accordance with current legislation.

You can obtain details about the retention of your personal data through the communication channels detailed in this policy.

When the processing of your personal data ends, it will be deleted within the scope and technical limits of the activities, with retention authorized in the situations provided for in current legislation.

## On the storage or transfer of your personal data

LG lugar de gente takes appropriate measures to ensure that your personal data is kept confidential and secure. However, these protections do not apply to information that you have chosen to share in public areas, such as third-party social networks.

- **Persons who may access your Personal Data:** your personal data will be processed by our employees or authorized agents, if they need to have access to such information, depending on the specific purposes for which your personal data has been collected.
- **Measures taken in operating environments:** we will store your personal data in operating environments that use security measures, both technical and administrative, suitable for preventing any type of unauthorized access.

- **Measures that LG lugar de gente expects you to take:** it is important that you also play a role in keeping your personal data safe. When creating an online account, please make sure you choose a password that is strong enough to prevent unauthorized parties from guessing it. We recommend that you never reveal or share your password with other people. You are solely responsible for keeping this password confidential and for any action taken through your account on LG lugar de gente compatible sites and services.

If you use a shared or public computer, never choose the option to remember your login name, e-mail address or password, and make sure you log out every time you leave the computer. You must also use any privacy settings or controls that LG lugar de gente provides on our website, services or applications, including those that are considered optional.

- **Transfer of your personal data:** given the nature of our business, it is possible that we may have to transfer your personal data stored within LG lugar de gente to other locations, including those outside LG's direct control, in accordance with the duration and purposes set out in this Privacy Policy. For this reason, we may transfer your personal data to companies that use cloud storage services, on servers located in the United States, considering the states that have laws and regulations compatible with those in force in Brazil.

### About your rights regarding personal data

You have the right to confirm the existence of, access, review, modify and/or request an electronic copy of the information about your personal data that is processed by LG lugar de gente.

You also have the right to request details about the origin/source of obtaining your personal data or the sharing of this data with third parties.

At any time, you may also limit the use and disclosure or revoke your consent to any of our activities involving the processing of your personal data, except in situations provided for in current legislation.

These rights can be exercised through the communication channels detailed in this policy, requiring validation of your identity by providing a copy of your ID or equivalent means of identification, in accordance with current legislation.

Whenever a request is submitted without providing the necessary evidence to prove the legitimacy of the data subject, the request will be automatically rejected. Please note that any identifying information provided to LG lugar de gente will only be processed in accordance with and to the extent permitted by applicable law.

Please note that, in certain cases, we cannot delete your personal data without deleting your user account. In addition, some situations require the retention of your personal data after you request its deletion, to satisfy legal or contractual obligations.

Where available, our websites, applications and online services may have a dedicated function where you can review and edit your personal data. Please note that LG lugar de gente asks you to validate your identity using, for example, a login system with access password or similar resource, before allowing access to or modification of your personal data, thus ensuring that there is no unauthorized access to your account and associated personal data.

LG lugar de gente does its utmost to answer any questions you may have about how we process your personal data. However, if you have unresolved concerns, you have the right to complain to the competent data protection authorities.

### What choices you have about how we use and disclose your personal data



LG lugar de gente will do its utmost to give you freedom of choice over the personal data you provide to us. The following mechanisms give you control over the processing of your personal data:

- **Cookies/Similar Technologies:** you can manage your consent using:
  - Our consent management solutions;
  - Your browser settings to refuse some or all Cookies and similar technologies, or to alert you when they are being used.
- **Advertising, marketing and promotions:** You may consent to your personal data being used by LG lugar de gente to promote our products or services by checking boxes located on the registration forms or by answering questions presented by our representatives.

If you decide that you no longer wish to receive such communications, you may unsubscribe from receiving marketing-related communications at any time by following the instructions provided in such communications.

To unsubscribe from marketing communications sent by any means, including third-party social networks, you can opt out at any time by unsubscribing via the links available in our communications, by logging in to our websites, applications, compatible online services or third-party social networks, and adjusting your user preferences or by calling our customer service directly.

It is important to remember that even if you unsubscribe from our marketing communications, you will continue to receive administrative communications from LG Lugar de Gente, such as order and transaction confirmations, notifications about your account activities on our websites and supported services, and other important non-marketing announcements.

- **Personalization (offline and online):** Where permitted by law, if you would like your personal data to be used by LG lugar de gente to provide you with a personalized experience or targeted advertising and content, you can indicate this by ticking the relevant checking boxes located on the registration form or by responding to questions presented by our representatives.

If you decide that you no longer want to benefit from this personalization, you can opt out at any time by logging in to our compatible websites, applications and services and selecting your user preferences in your account profile or by contacting us through our [Privacy Center](#).

- **Targeted advertising:** LG lugar de gente may enter partnerships with ad networks and other service or ad providers, which present advertisements and other announcements on our behalf or on behalf of other companies not affiliated with LG lugar de gente. Some of these ads may be tailored to your interests, based on information collected on LG lugar de gente websites and other compatible services or on websites of organizations not affiliated with LG lugar de gente.

You can contact us using the communication channels detailed in this policy for more information on how to manage or cancel your participation in targeted advertising.

## How we protect information

To protect your information from unauthorized loss, use, access or disclosure, LG lugar de gente uses appropriate physical, technical and administrative safeguards. We implement industry-standard measures to ensure the protection of the information we store, guaranteeing a reasonable and appropriate level of security.

All the systems used to support LG lugar de gente services are governed by the company's corporate security policies. These policies are based on industry standards and best practices, including the ISO 27001 family of standards from the International Organization for Standardization (ISO) and the National Institute of Standards and Technology (NIST) standards.

Access to your information is restricted to authorized LG lugar de gente employees and authorized third parties who need this information to perform tasks on our behalf. Everyone is subject to strict confidentiality obligations.

Our services use Secure Socket Layer (SSL) technology for server authentication and data encryption. They are hosted in a secure environment, protected by firewalls, intrusion detection systems and other advanced technologies, guaranteeing protection against interference and unauthorized access.

Although LG lugar de gente has adopted security measures to protect your information, it is important to recognize that, due to the nature of communications and processing technology, absolute security cannot be guaranteed in all circumstances. It is the user's responsibility to ensure that they are accessing the services via an up-to-date web browser and to maintain the security and confidentiality of any usernames and passwords associated with the services.

### About the personal data of children and adolescents

LG lugar de gente does not knowingly solicit, collect, process, store or share personal data from underage children and adolescents, except in cases where there is a legal provision, or explicit consent from their parents or legal guardians, in accordance with current legislation.

If we discover any unintentional processing of this type of personal data, we will remove that child or adolescent's personal data from our records as soon as possible.

### On the use of cookies, log files and the like

Cookies are small text files that can be placed on your computer or portable device by websites or web services that you use. They are used to ensure the proper functioning of websites and other online services, as well as to provide information to the owners of the website or online service.

Cookies facilitate the process of adapting LG lugar de gente websites to your personal needs, facilitating their use whenever possible and receiving feedback on visitor satisfaction.

LG lugar de gente uses the following types of cookies on its websites and compatible services:

- **Session cookies:** These are temporary cookies that are deleted when you close your browser. When you restart your browser and return to the site that created the cookie, that site treats you as a new visitor.
- **Persistent cookies:** These are cookies that remain in your browser until you delete them manually or until your browser deletes them according to the duration period set by the cookie. These cookies will recognize your return as a visitor to an LG lugar de gente website or service.
- **Necessary cookies:** These are cookies that are strictly necessary for the operation of a compatible LG lugar de gente website or service. They allow you to browse the site and use our resources.
- **Cookies that send us information about you:** At LG lugar de gente we place this type of cookie on a compatible LG lugar de gente website or service and this type of cookie can only be read by our compatible websites and services.
- **Cookies in LG lugar de gente advertisements:** We place cookies in advertisements and announcements that are displayed on compatible third-party websites and services. We obtain information through these cookies when you click on or interact with the advertisement. In this case, LG lugar de gente is placing a "third-party" cookie. We may use this data obtained by third-party cookies to send you other advertisements that we believe are relevant or of interest to you based on your previous behavior.

- **Cookies that share your information with third parties:** These are cookies placed on an LG lugar de gente website by our partners, such as online advertising services. They may use the data collected by these cookies to anonymously send you targeted advertisements from other websites, based on your visit to compatible LG lugar de gente websites or services.

LG lugar de gente websites and services may also use other tracking technologies like cookies, which can collect information such as IP addresses, log files and web beacons, among others. This data is also used to help us tailor LG lugar de gente websites and other compatible services to your personal needs.

See details below:

- **IP addresses:** An IP address is a number used on the Internet or on a network to identify your computer. Every time you connect to the internet, your computer is assigned an IP by your internet service provider. We may record IP addresses for the following purposes:
  - Handling technical problems;
  - Maintaining the protection and security of our websites and other online services;
  - Gain a better understanding of how our websites and other online services are used;
  - Adapt our content to your needs, depending on your geographical location.
- **Log Files:** LG lugar de gente or a third party working on our behalf may collect information in the form of log files that detail site activities and collect statistics on user browsing habits. These records are usually generated anonymously and help us understand details such as:
  - The type of browser and system used by users of our websites or online services;
  - Details of the user's session, including the source URL, the date, time and which pages the user visited on our compatible sites and services, and how long the user spent using them;
  - Other navigation or click count details including site traffic reports, unique visitor counts and similar data.
- **Web beacons:** LG lugar de gente may use web beacons (or transparent GIFs) on LG lugar de gente websites or electronic communications. Web beacons (also known as web bugs or web beacons) are small sequences of code that allow the delivery of a graphic image on a web page with the aim of transferring data back to LG lugar de gente. We use information from web beacons for a wide variety of purposes, including:
  - Understand how a user responds to email campaigns;
  - Traffic reports for our websites and compatible services;
  - Count unique visitors, audit and report on advertising and e-mail, and personalizing our sites and other compatible services.

It is important to remember that it is up to you to ensure that the settings on your computer or portable device reflect whether you consent to the use of cookies or not.

Most browsers allow you to set rules to warn you before accepting cookies or simply refuse them. You do not need to have cookies enabled to use or browse most LG lugar de gente websites and online services, however, in this case, we cannot assure you that you will be able to access all their features. We recommend that you check the "help" button on your browser to find out how to configure this. Remember that if you use different browsers, or even different computers and/or portable devices in different locations, you will need to ensure that each device and browser is set to your personal cookie preferences.

As our web beacons can be part of a web page, it is not possible to opt out of this type of feature, but you can make it completely non-functional by activating the opt-out feature for the cookies placed by this beacon.

### [Changes to our Privacy Policy](#)

Whenever LG lugar de gente decides to change the way we treat your personal data, this Policy will be updated. We reserve the right to make changes to our practices and this Policy at any time, if compliance with current legislation is maintained.

We recommend that you access it frequently, or whenever you have questions, to see any updates or changes to our Privacy Policy.

### How to get in touch

You can contact us at:

- Ask questions or make comments about this policy and our privacy and personal data protection practices;
- Make a complaint;
- Confirmation that your personal data is being processed;
- Obtain information on how to access your personal data;
- Make/request the correction of incomplete, inaccurate or outdated personal data;
- Obtain information on the anonymization, blocking or deletion of unnecessary, excessive or processed data that does not comply with current legislation;
- Obtain information on the portability of your personal data to another service or product provider, upon express request, in accordance with current legislation;
- Request the deletion of personal data processed with their consent, except in the cases provided for in current legislation;
- Request details of the public and private entities with which we share your personal data;
- Obtain information about the possibility of not giving consent and the consequences of not doing so;
- Revoke consent for the processing of their personal data, except in the cases provided for in current legislation;
- Other rights of the holder of personal data, in accordance with current legislation.

### How to do this?

To make requests and speak to our Data Controller, [click here and fill in the form](#).

### Other forms of contact:

- **Data Controller:** André Luis Soares Belém
- **E-mail:** [protecaodedados@lg.com.br](mailto:protecaodedados@lg.com.br)
- **Telephone:** (62) 3545-9000 or (62) 3928-9001
- **Address:** Primeira Avenida Quadra 1-B, Lote 31, Condomínio Cidade Empresarial, Aparecida de Goiânia - GO - CEP: 74934-600

LG lugar de gente will receive, investigate and respond, within a reasonable time, to any request or complaint about the way LG lugar de gente handles your personal data, including complaints about non-compliance with your rights under applicable privacy and personal data protection laws.

In addition, you as the data subject have the right to petition the controller before the [National Data Protection Authority \(ANPD\)](#) in relation to the processing of your personal data, when you consider that the rights guaranteed by the LGPD have not been respected.

## 1. REVISIONS TO THE DOCUMENT

Document drawn up on 10/07/2024 and approved internally by LG lugar de gente senior management.