



Saúde
Digital
Brasil

PRIVACY POLICY



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Welcome to **SAÚDE DIGITAL BRASIL** Privacy Policy.

We represent a network of service providers, from telehealth solution suppliers to technology providers for digital health solutions. We were born to advocate for the interests and needs of the health sector, but also with the mission of consolidating the State of the Art in digital health care, thereby benefiting all Brazilians.

This Privacy Policy ("Policy") applies to all users who interact with **SAÚDE DIGITAL BRASIL**, by any means, and aims to clarify in a clear and objective manner to the Users ("You") how we "**SAÚDE DIGITAL BRASIL**" ("**SDB**") carry out the entire process of Personal Data processing, in accordance with the Brazilian General Data Protection Law (Law No. 13.709/2018), and encompasses our data collection activities, including, but not limited to, general activities on our website and the activities performed by SDB.

If you have any questions or are interested in discussing any matter related to your data, feel free to contact our team through the channel: contato@saudedigitalbrasil.com.br.

1. WHAT DATA WE COLLECT AND WHEN WE COLLECT IT

During the performance of its activities, **SAÚDE DIGITAL BRASIL** will need to process Personal User's Data (associates, employees, or website users) who have interacted with SDB in any way, such as: name, phone number, email, full address, job and position, professional council to which they are affiliated, professional council registration number, among others.

The quantity and type of information collected by SDB vary depending on the context of your relationship with the individual to whom the Personal Data relates ("Data Subject"). Valuing transparency, we list below, in a simplified manner, according to the different contexts of processing, the purposes for which SDB processes Personal Data:

TREATMENT	DATA SUBJECTS	PERSONAL DATA
Promote SAÚDE DIGITAL BRASIL, for example through partnerships with other companies, promotions on our social media, or understanding your preferences to better align with expectations;	SDB's Employees and Associates	Name, address, phone number, RG, CPF, email, position, civil status, gender, workplace
Procedures for conducting working groups	Working Group's members and coordinators	Name, email, phone number, position, and workplace
Keep your registration up to date	SDB's Employees and Associates	Name, address, phone number, email, workplace
Financial procedures	SDB's Employees, Associates and Service Providers	Name, email, RG, CPF, position, phone number, address, and bank details
To communicate with you about events, meeting invitations, payments, and general notices	SDB's Employees and Associates	Email, name, position, and company
Administrative procedures	SDB's Employees, Leads and Associates	Name, address, phone number, RG, CPF, email, position, marital status, gender, workplace
Analysis of information for service development	SDB's Employees, Associates, Leads, External Public	Name, email, signature, address, marital status, CPF, RG, position, company, and profession
Legal procedures, such as contractual or corporate	Partners, Suppliers, Associates, SDB's Employees, and other Data Subjects	Name, email, signature, address, marital status, CPF, RG, position, company, and profession
Analysis of new associates	Companies' representatives or partners wishing to join SDB	Name, CPF, RG, company, and position
Services related to press advisory	SDB's Employees and Associates	Email, phone number, name, and position
Publications and conducting interviews	SDB's Employees and Associates	Email, phone number, name, and position
Organization and promotion of events	Associates and External Public	Email, phone number, name, and position
Newsletter Distribution	Associates and External Public	Email, phone number, name, and position
Lead Generation	Leads	Name, phone number, email, position and company

In the cases described above, **SAÚDE DIGITAL BRASIL** will be considered the Data Controller of these data. This means that we are responsible for the care of this information.

There will also be cases where we receive or have access to pseudonymized data through our associates, for the purpose of composing our Sectoral Indicators Panel. The Panel will have the sole purpose of providing a view of telehealth indicators. In this case, SDB will not be able to identify any individual, directly or indirectly – so any additional related information will be kept separately by the associates.

If you have any questions or would like to receive more information about which Data we use, or in which processes your Data is involved, feel free to contact us at contato@saudedigitalbrasil.com.br.

2. DATA SHARING

We may share your Personal Data in the following circumstances:

- With competent judicial, administrative, or governmental authorities whenever there is a legal requirement, request, contract/agreement fulfillment, requisition, court order, or to protect the rights, property, or safety of SDB, as well as our associates and employees;
- Automatically, in the event of changes to our corporate structure, such as in the case of a merger, acquisition, or incorporation;
- With service provider partners responsible for the administration, storage, and security of this data, who are only authorized to use the personal data for the specific purposes for which they were contracted;
- When you give us your consent, for specific purposes as necessary;
- For the purpose of fulfilling any terms, conditions, or agreements we have entered into with you.

It is possible that, when sharing your Data with our partners as described above, your Data may be transferred to servers outside the country (cloud computing).

In such cases, we take care to ensure that your Data is secure, either through contractual guarantees offered by our partners or through recognized adequate legislation.

3. DATA RETENTION PERIOD

We may keep your Data with us in the following circumstances:

- As long as they are necessary to fulfill the purposes described above;
- For the duration of a legal or regulatory obligation that requires us to keep the Data with us;
- For the legal term for possible litigation against or by SAÚDE DIGITAL BRASIL.

If any of the above circumstances no longer justify the data retention, we will completely erase them or modify them in a way that it is not possible for us and our partners to identify you as the data subject.

4. YOUR DATA SECURITY

At **SAÚDE DIGITAL BRASIL** we ensure that we take care of your Data through appropriate technical and operational measures and will use rigorous systems and security features. We aim for the same level of excellence from our partners. However, it is important to note that no system is immune to incidents and adverse situations. Therefore, if you become aware of any event that may compromise Data provided to **SAÚDE DIGITAL BRASIL**, we ask that you contact us at contato@saudedigitalbrasil.com.br.

It is very important for you to know that the security of your Data is also your responsibility. Therefore, we recommend that you always take the following precautions:

- Use secure equipment and connections, updated web browsers, operating systems, and antivirus software;
- Do not share Data sent to SAÚDE DIGITAL BRASIL on other websites; we will not request additional Data from you outside of our official contact channels.
- If you communicate with us via email, pay attention to the web domain used. SAÚDE DIGITAL BRASIL exclusively adopts the following addresses: <https://saudedigitalbrasil.com.br/>
- Keep your personal information updated with us; it will be essential to confirm your identity if you request any information or document remotely, or if it is necessary to contact you.

5. YOUR RIGHTS

The Brazilian General Data Protection Law guarantees rights related to privacy and protection of Personal Data. These rights aim to protect your Personal Data and safeguard your privacy. Below, we list what these rights are and how you can exercise them with **SDB**:

RIGHT	EXPLANATION
Confirmation of your Personal Data Processing.	You can request and receive confirmation of your Personal Data Processing.
Access to Personal Data	You can request and receive a copy of your Personal Data processed by Us.
Correction of incomplete, inaccurate, or outdated Personal Data	You can request your Personal Data correction if you identify that they are incorrect.
Anonymization, blocking, or deletion of unnecessary, excessive, or incorrectly processed Personal Data	You can request the anonymization, blocking, or deletion of Personal Data from our database. Your Personal Data may be anonymized, blocked, or deleted from the servers when requested or when they are no longer necessary or relevant for the provision of our products and services, unless there is any other reason for their maintenance, such as the eventual need to retain Personal Data to comply with a legal obligation or to safeguard the rights of SDB and/or third parties.
Portability	You or third parties appointed by you may obtain access to Personal Data processed by SDB in a structured and interoperable format, provided it does not violate our intellectual property or trade secrets.
Not providing consent or revoking it	You have the right not to provide or revoke your consent; however, this will not affect the legality of any processing previously carried out.
Opposition to specific processing of Personal Data	You have the right to object to certain processing purposes. In some cases, SDB may demonstrate that it has legitimate reasons, either yours or those of partners, to process Personal Data, which would override the opposition to processing, such as if the Personal Data are strictly essential for the provision of services.

There are cases where some of these rights may not be exercised, or may be exercised only partially, due to legal obligations of **SDB** compliance or in case of **SDB's** right to keep this data. In these cases, we guarantee that access to and use of such data will be restricted exclusively to such purposes.

6. CHANGES TO THIS POLICY

This policy may undergo changes, so we recommend that you access this document whenever necessary. In any case, whenever we change our Policy, we will inform you through the contact channels established with us.

If the update is relevant and may impact the rights of the data subject, or, for example, if it is necessary to request your consent regarding a certain treatment, **SDB** will make a request directly to the data subject because, in this case, we cannot use your data to your benefit until your consent is duly confirmed.

7. APPLICABLE LAW AND JURISDICTION

Whenever the law permits, the applicable law to this Privacy Policy will be the laws of the Federative Republic of Brazil, and the forum for discussing any claims arising from this document will be the forum of the district of São Paulo - SP, without prejudice to any other, however privileged they may be.

8. QUESTIONS AND CLARIFICATIONS

If even after carefully reading this document you still have questions or need clarification, we are available through the channel contato@saudedigitalbrasil.com.br.

9. IMPORTANT DEFINITIONS

- User (“You” or “your”): those who use our website;
- SAÚDE DIGITAL BRASIL (“We” or “SDB”): ASSOCIACAO BRASILEIRA DE EMPRESAS DE TELEMEDICINA E SAUDE DIGITAL, headquartered at Av. Engenheiro Luís Carlos Berrini, 716 - Cidade Monções, São Paulo - SP, 04571-926, registered with CNPJ/MF under number 39.957.375/0001-80;
- Processing: any activity carried out with Personal Data. In this Policy, it mainly refers to how Your Personal Data is processed by SAÚDE DIGITAL BRASIL. Such activities may include: collection, production, reception, classification, use, access, reproduction, transmission, distribution, processing, archiving, storage, deletion, evaluation, or control of information, modification, communication, transfer, dissemination, or extraction of Personal Data.
- Data Subject: a natural person to whom the Personal Data being processed refers.
- Personal Data: information related to an identified or identifiable natural person;
- Sensitive Personal Data: Personal Data concerning racial or ethnic origin, religious belief, political opinion, union membership, or religious, philosophical, or political organization membership, data concerning health or sex life, genetic or biometric data when linked to a natural person.





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