

## PRIVACY NOTICE

This Privacy Notice (“Notice”) describes the privacy practices of Discovery Digital Ventures, LLC (“Discovery,” “we” or “us”) with regard to the discovery+ Service. You can find out more information about Discovery, including our subsidiaries and affiliates, [here](#).

This Notice explains how we collect, use, and share information about users who interact with our websites, applications, our content on connected televisions, or other interactive services that link to or reference this Privacy Notice (“Services”). This Notice does not apply to our collection of information from other features, services, or sources (unless specifically stated), or to third parties that provide information to Discovery.

By accessing and using the Services, you agree to our collection and use of your information in the manner described in this Notice. If you disagree with the terms of this Notice, you should not use the Services.

This Notice explains:

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### **1. GEOGRAPHIC SCOPE OF THE NOTICE**

The Services are operated from the United States and are intended for users located in Brazil. The Services are therefore governed by and operated in accordance with the laws of Brazil. Please be aware that information you provide to us or that we obtain as a result of your use of the Services will be collected in Brazil or in the United States and/or transferred to the United States.

By using the Services and/or providing us with information, you (a) acknowledge the transfer and/or processing of any information to and in Brasil, the United States and other countries in Latin America, and (b) acknowledge that if a country may provide a lower standard of protection for information than the laws of your location, in which case we will apply appropriate data transfer mechanisms, according

to what come to be ruled by data protection national authority (e.g. standard contractual clauses, binding corporate rules), (c) understand that we will collect, transfer, store, process and share your information from or about you in accordance with this Notice and applicable law.

## 2. TYPES OF INFORMATION WE COLLECT FROM OR ABOUT YOU

When you interact with the Services, we may collect information that directly identifies you (*i.e.*, information that would allow someone to identify you or contact you, such as your full name, postal address, e-mail address, or telephone number), as well as information about your use of the Services. Below we describe the different types of information we collect from you and the devices you use when you interact with the Services.

**Information you provide to us:** Some of the Services may permit you to enter contact information and other information about yourself and others. We collect and store any information you enter through the Services. For example, you may provide:

- your name, postal address, e-mail address, phone number, profile picture, birthday, or other information, such as when you register with our Services, create or edit your user profile, sign up to receive newsletters, or enter in a contest or sweepstakes;
- certain demographic information, such as your age, gender, or income bracket, when you participate in a survey or poll;
- information in postings, comments, or forums (such as chat rooms, message boards, or similar public forums) within the Services;
- nutrition and dietary preference information when you search for recipes within the Services;
- your first and last name, your address, and your credit card and billing information if you purchase a product at the Discovery Store or subscribe to one of Discovery's paid Services; or
- your e-mail address, communications, and files when you send to us a message by e-mail, through our Customer Support portal, or through other communication services.

**Information we collect automatically from your devices:** When you interact with the Services, certain information about your use of the Services is automatically collected. This information includes information about the devices used to access the Services, such as Internet Protocol ("IP") address, date and time of access (these one to comply with legal obligation), your device ID and other unique device identifiers, mobile network information, information about how the device is interacting with our Services, hardware model, and the type and version of your device's operating system or web browser. We also collect information about how you use our Services, such as pages viewed and the order of such pages, content (including video content) or advertising you view within the Services; the length of time you interact with the Services; search queries entered within the Services; error logs; websites and other services you visit before and after visiting a Discovery site; and other similar information. Much of this information is collected through cookies, web beacons, and other tracking technologies.

**Information from Social Media Networks and Other Third Parties:** When you use certain features of the Services, you may give us permission to access information about you from services offered by third parties, including social media networks. For example, you may choose to register on our websites by using a social media account, or you may use a social media function on our Services such as a "share"

button. Doing that allows us to obtain information from the social media platform. That information could include your friends or contacts, profile picture, birthdate, gender, people/sites you follow, or other profile-related information, as well as any other information you have opted to share. The information we obtain from social media networks depends on your account/privacy settings with those third parties and those third-parties' privacy policies, so be sure to check those policies and to adjust your settings to meet your preferences.

We may also obtain information about you from other third-party sources, such as our partners and advertisers, interactive applications offered through our Services (such as embedded video players), and commercially available sources such as data aggregators and public databases. We may combine the information we receive from third parties with information we collect through the Services.

**Location Information:** We collect general information about your location through the Services, such as the city, state, and/or zip code associated with your IP Address. If you agree, we may collect more specific location information that is provided through the GPS functionality on your mobile device used to access the Services. That location information is used to present information and advertising that is of relevance to you in your geographic area and to allow you to take advantage of certain features of the Services such as tailoring live class schedules to your time zone or providing you with local grocery store options for recipe ingredient delivery. If you grant permission for us to collect more specific GPS location information, you can disable such access through your mobile device settings.

**Information You Provide About Others:** If you send someone else a communication using the Services, such as sending content to a friend, the information you provide (names, e-mail addresses, etc.) is used to facilitate the communication and is not used for any other marketing purpose unless we obtain consent from that person or we explicitly say otherwise in accordance with applicable legal requirements. Please be aware that when you use any send-to-a-friend functionality on our Services, your e-mail address may be included in the communication you send.

### **3. HOW WE USE THE INFORMATION WE COLLECT**

We use the information we collect to provide and improve the Services; to communicate with you; to deliver advertising from us and third parties; and to develop and provide additional products, features, and offerings, as explained in more detail below.

***Provide the Services you request, including to maintain and service your account, for example to:***

- Fulfill your requests for products, services, or information;
- Process your payments and ship your products;
- Enable your access to the Services and participation in special features of the Services, such as recipe boxes, surveys, polls, and message boards;
- Provide technical and other support, including to understand and resolve technical issues with the Services;
- Send you service-related communications;
- Display user-generated content; and

- Process your entries into sweepstakes, contests, casting calls or promotions.

***Communicate with you and provide customer service to support the Services, including to:***

- Provide customer service support or respond to your inquiries, requests and comments;
- Send you electronic newsletters or enter you into sweepstakes, casting calls, promotions or contests; and
- Provide you legal notices or other notices with respect the Services, including service-related communications.

***Develop and improve the Services and personalize your experience with the Services, including to:***

- Analyze patterns in the use of the Services, study site traffic, and understand customer needs and trends to improve our Services and develop new ones;
- Provide you with a customized product experience, including viewing and other content recommendations;
- Send you personalized newsletters, surveys, and information about products, services and promotions offered by us, our partners, and other organizations with which we work;
- Customize the content on the Services based on your activities and interests;
- Create profiles about you, including adding and combining information we obtain from third parties, which may be used for analytics, marketing and advertising; and
- Use inferences about your preferences and interests for any and all of the above purposes.

***Provide our marketing and third-party advertising to you, including to:***

- Send you newsletters, promotional e-mails, surveys, and information about products, services and promotions offered by us, our partners, and other organizations with which we work;
- Customize advertising that our third-party partners deliver on the Services (e.g., personalized third-party advertising);
- Create and update inferences about you and audience segments that can be used for targeted advertising and marketing on the Services, third party services and platforms, and mobile apps;
- Create profiles about you, including adding and combining information we obtain from third parties, which may be used for analytics, marketing, and advertising; and
- Measure the placement, frequency, efficacy, and compliance of advertising and ad impressions.

***Security, Fraud, and Legal Compliance, including:***

- Monitor, prevent, and detect fraud, such as through verifying your identity;
- Combat spam or other malware or security risks;
- Monitor, enforce, and improve the security of our Services;
- Comply with any applicable procedures, laws, and regulations, subpoenas, governmental requests or legal process, or in connection with a legal investigation, if in our good faith opinion such is required or permitted by law; and

- Establish, exercise, or defend our legal rights (e.g., to enforce compliance with our Terms of Use, Visitor Agreements, Privacy Policies, or other contracts or legal rights).

Please note that all of the information we collect about you may be combined together in order to facilitate all of the above purposes.

#### **4. WHEN WE SHARE INFORMATION**

We may disclose the information we collect as described below. By accessing and using the Services, you acknowledge our sharing practices, as described in this Notice, and subject to any choices you have made.

***Third-party service providers:*** We engage third-party service providers to perform a variety of services and functions on our behalf, such as customer support, administering our promotions, marketing or promotional assistance, data analytics, online advertising, technology services and platforms, processing payments, and other services.

***The Discovery family of companies:*** We may share information about you within the family of Discovery companies, including our subsidiary and affiliated companies and joint venture partners, to provide and improve our products and services, as well as to provide you with information about products or services that may interest you.

***Sweepstakes, contests, casting calls & promotions:*** When you register or enter a promotion, sweepstakes, casting call or contest through our Services, we may share the information you provide for such purposes with authorized third-party service providers (as described above), participating sponsors, and advertising partners. Further, by entering any promotion, you are agreeing to the official rules that govern that promotion, which may require you to take certain actions, including, except where prohibited by law, allowing Discovery and/or the sponsor(s) of the promotion to use and publicly release your name, voice, and/or likeness in advertising or marketing associated with the promotion. Please review the relevant promotion, sweepstakes, or contest rules for more information.

***Business partners:*** We may share information with third parties with whom we have business relationships, such as our co-promotional partners, advertisers, ad networks, and data marketing services, for purposes such as offering products and services that may interest you.

***Business transfer:*** In the event we go through a business transition such as a merger, acquisition, bankruptcy, reorganization, or sale of all or a portion of our assets, or a diligence process in connection with a potential business transaction, the information we collect and maintain may be disclosed, sold, or transferred as part of that transaction. If such transfer is subject to additional restrictions under applicable laws, we will comply with such restrictions.

***Legal requirements and protection of Services and users:*** We will disclose the information we collect where we have a good faith belief that such disclosure is: (a) required by law (or to respond to subpoenas, warrants, government requests, data protection national authority or similar process served on us); (b) pursuant to our intellectual property notice and takedown policy and procedures; and/or (c) necessary to protect or defend our legal rights or property, our Services, you, or other third parties, or ensure the safety and security of our Services, systems, and of our customers or the general public.

***With your consent:*** We may share or disclose information about you if you ask or authorize us to do so, including by intentionally interacting with third parties on our sites. Additionally, when you choose to share information in a public forum, that information may be seen or collected by anyone, including third

parties that do not adhere to our Privacy Notice. We are not responsible for events arising from the distribution of any information you choose to share publicly through our Services.

**Aggregate information:** We may aggregate and/or de-identify information such that it is no longer linked to you or your device. This Notice does not limit our ability to disclose aggregated or de-identified information that is not linked to you. We may use and disclose such information to our partners, advertisers, and any other third parties in our discretion.

## 5. CHOICES YOU HAVE REGARDING THE COLLECTION, USE, AND SHARING OF INFORMATION

You have many choices regarding how we use and share your information. These choices are described in more detail below.

**Subscription and Registration Services:** The Services may include subscription and registration management tools that allow you to make changes regarding your preferences for receiving communications. Regardless of whether these tools are available through the Services, you may contact us at [protecaodados@discovery.com](mailto:protecaodados@discovery.com) if you: (a) have questions or comments about this Notice; and (b) want to opt-out from receiving future commercial correspondence, including e-mails, from us (we may continue to send you transactional messages such as responding to your inquiries or notices of updates to this Notice)

**E-mail communications:** In connection with certain features on the Services, we may allow you to set your preferences for receiving e-mail communications from us (such as agreeing to some communications but not others). In other instances, you may “opt out” of receiving future commercial e-mail communications from us by clicking the “unsubscribe” link or following the other instructions included at the bottom of most e-mails we send, provided, however, we reserve the right to continue to send you transactional e-mails, such as customer service communications and shipping confirmations.

**Targeted advertising:** To find out more about our advertising and how to opt out of receiving interest-based advertising, please see our Cookies and other Tracking Technologies Section below.

**Mobile device location information:** If you access the Services through a mobile device and you do not want your device to provide us with specific, GPS location-tracking information, either do not agree to allow your device to share this information with us or disable the GPS or other location-tracking functions on your device. Your device manufacturer should provide instructions on how to disable GPS or other location-tracking functions. If you initially consent to the collection of location information, you can subsequently stop our collection of location information at any time by changing the preferences on your mobile device or by uninstalling the application from your mobile device.

## 6. PRIVACY RIGHTS

You have certain rights in relation to your personal information. You have the right to request that we:

- confirm that we process your personal information;
- provide information about who we share your personal information with;
- provide access to any personal information we hold about you;
- update any of your personal information which is out of date or incorrect;
- delete any personal information which we are holding about you based on your consent, except in the case of data preservation allowed by applicable law;

- anonymization, blocking or deletion of unnecessary or excessive data or data processed in noncompliance with applicable law;
- information about the possibility of not giving consent and its consequences;
- portability of your data to another service/product provider, respected our industrial and commercial secret, after regulation by Personal Data National Authority;
- consider any valid objections which you have to our use of your personal information.

You can exercise any of the rights above filling the form comprised in the following [link](#).

We will consider all such requests and provide our response within a reasonable period (and in any event within any time period required by applicable law). Please note, however, that certain personal information may be exempt from such requests in certain circumstances.

If an exception applies, we will tell you this when responding to your request. We may request you provide us with information necessary to confirm your identity before responding to any request you make.

If we delete any personal information which we are holding about you, this deletion may only relate to the Services and not any other service provided by us in other jurisdictions. You should make requests for each account that you may have set up to access the Services or any other service provided by us.

## **7. HOW WE USE COOKIES AND OTHER TRACKING TECHNOLOGIES**

Like many companies, we use cookies and other tracking technologies on our Services.

To better meet our user's needs, we use a standard feature comprised in your Internet browser, known as "cookie", used to register each user individually. It's an anonymous and aleatory identification number which keeps registered in your computer. It's a small text file which can be used to collect information about your activity in the Service. Discovery is not capable of identifying the user from the cookies, identifying only the device used to access our Service. A cookie cannot access other data comprised in your device.

Cookies are generally used so that we can adapt our Services to your needs, and so that we can provide you with a better and personalized service. Moreover, we may use cookies to map our Services webpages viewed by users. Naturally we can improve our Services if we know the web pages that are most viewed by users. Of course, you can configurate your browser not to accept the cookies. But if you do so, you may not take advantage of the personalized features that we may provide you with.

In case you intend to restrict, block, or remove cookies, see your browser configurations. Depending on the browser, the commands may change. You can click in the function "Help" of your browser to understand what you need to do to restrict, block or remove cookies. To manage the cookies in your mobile browser we recommend you search in your device manual.

In using the Services without restricting the cookies tool or other similar technologies, the users acknowledge and accept that these technologies will be used to collect and process data.

We (or our third-party service providers) may still use a software technology called "web beacons" (also known as "clear gifs", "web bugs" or "pixel tags") or other similar technologies in connection with our Services. Web beacons are small graphics with a unique identification, with similar function to the cookies. They are used to allow that we can count how many users visited specific pages of our Services

and to help us understanding the effectiveness of our advertising and marketing campaigns. When used in the e-mail HTML format, web beacons inform to the sender when the e-mail was open. In opposite to the cookies, which are stored in user hard disk, the web beacons are invisible and remain inserted in Internet webpages. Web beacons don't collect personal data,

## **8. HOW WE PROTECT CHILDREN'S INFORMATION**

To create a discovery+ account, users must be at least eighteen (18) years old, pursuant to our [Terms of Service](#). Therefore, there is no children's data collected with the creation of a discovery+ account. Some features of discovery+ may be enjoyed by children with the permission of their parents or legal representatives, but we do not collect children personal information without the specific consent of the child's parent or legal representative, whose consent is obtained when child's parent or legal representative creates a kid profile. If a kid profile is created, we will collect information related to analytic data regarding the viewing activities, for the purposes of internal measurement, to monitor the performance of the Service and to provide content recommendations in the service. If you have any questions about our practices with respect to children's privacy or to request that we delete personal information provided by your child, please contact us at [protecaodados@discovery.com](mailto:protecaodados@discovery.com). If you want to revoke the consent given to us to process personal data when creating a kid profile, you can send us a request to revoke such consent, filling the form comprised in the following [link](#).

## **9. HOW WE MAINTAIN AND SECURE THE INFORMATION WE COLLECT**

We maintain the information we collect for as long as necessary to provide the Services, for so as long as reasonably required to satisfy the purpose for which you submitted the information or our business purposes, or as required by law. Information regarding IP address, time and date of access is stored for 6 (six) months, according to the applicable law.

We take technical and organizational security measures to protect your information against accidental or unlawful destruction or accidental loss, alteration, unauthorized disclosure, or access. However, no method of transmission over the internet, and no means of electronic or physical storage, is absolutely secure. As such, you acknowledge and accept that we cannot guarantee the security of your information transmitted to, through, or on our Services or via the Internet and that any such transmission is at your own risk.

If you create an account or register with any of our Services, you are responsible for maintaining the secrecy of your password at all times.

## **10. THIRD-PARTY SITES, SERVICES, AND FEATURES**

Our Services may contain links to third-party websites (e.g., online stores that offer products for purchase), third-party plug-ins (e.g., social-sharing buttons), and third-party features (e.g., banner advertisements). These third-party services may collect information from or about you when you interact with them, and in some cases, they may track your activity, including through the use of cookies or other tracking technologies, without you needing to interact with them. We are not responsible for the content or practices of such third parties, and their collection, use, and disclosure of your information will be subject to their privacy policies, and not this Notice. We urge you to read the privacy

and security policies of these third parties.

#### **11. GOVERNING LAW AND VENUE**

This Notice and all disputes arising hereunder or relating hereto shall be governed by, and will be construed under, the laws of Brazil. Those who choose to access the Services from locations outside the United States do so on their own initiative and are responsible for compliance with local laws if and to the extent local laws are applicable. By using the Services, you agree that the exclusive jurisdiction for any dispute shall be the state courts located at the place of your residence or at Sao Paulo court (in this last case, at your discretion).

#### **12. UPDATES TO THE NOTICE**

We may change this Notice from time to time as our services, technology, and legal obligations change. If we make changes, we will post the updated Notice and revise the “Last Updated” date. Any changes will be effective immediately upon posting of the revised Notice, and your continued use of the Services after that date will indicate your consent to any changes, unless applicable law requires us to provide another form of notice and/or seek your agreement to such changes. To specific cases where (if any) personal information is processed under consent legal ground (art. 7º Law 13.709/2018), if there is change in this Privacy Notice, you will be notified to accept or decline.

#### **13. HOW TO CONTACT US**

For any questions or complaints regarding this Notice or Discovery privacy practices, or if any right is not able to be exercised according to the for link provided in the section above, please contact us at: [protecaodados@discovery.com](mailto:protecaodados@discovery.com).

We have appointed Baptista Luz law office Personal Data Protection Team as our DPO to act as a communication channel between Discovery, data subject and Personal Data National Authority, which can be accessed by the e-mail mentioned in the item above.