

# Privacy Policy for Alma Intel

**Effective Date:** September 15th, 2025

## 1. Introduction

Welcome to Alma Intel. This Privacy Policy explains how we collect, use, store, and share your personal information when you use our services. By using our platform, you agree to the practices described in this policy.

## 2. Information We Collect

We collect information to provide and improve our services to you. The types of information we collect include:

- **Information you provide to us:** This includes your name, company details, contact information, and payment information.
- **Conversation Data:** As our services facilitate communication between sellers and buyers, we collect and process data and metadata from these conversations.
- **Usage Data:** We collect information on how you interact with our platform, such as features you use, time spent on the platform, and technical data about your device.

## 3. How We Use Your Information

We use the information we collect for the following purposes:

- **To Provide and Improve Our Services:** We use your information to operate, maintain, and provide the features of our platform.
- **Internal Business Purposes:** We may use your data in an anonymized and non-identifiable manner to train and improve our models, algorithms, and solutions. This helps us enhance our services and develop new features.
- **Compliance and Legal Obligations:** We use your information to comply with our legal obligations, including responding to valid legal requests and enforcing our agreements.

**Note on Anonymization:** We are committed to protecting your privacy. Any data used for internal training, improvement, or development purposes is properly anonymized and aggregated to prevent direct identification of you or your clients. We will never commercialize or disclose your data in a way that allows direct identification.

## 4. Data Retention and Deletion

We retain your personal data for as long as your account is active or as needed to provide you with our services.

- **Account Deletion:** If you wish to delete your account or request the deletion of your personal data, please contact us at [Insert Contact Email or Link to Form].
- **Deletion Timeline:** We will process your request and delete your personal data within 30 days of a valid request, unless we are legally required to retain it for a

longer period (e.g., for dispute resolution, legal obligations, or enforcement of agreements).

- **Our Data Retention Policy:** For detailed information on our data retention and disposal procedures, including the specific legal bases for retention, please refer to our full **[Data Retention and Disposal Policy]**(**Link to your Data Retention Policy document**).

## 5. Your Rights

Under the LGPD and other applicable privacy laws, you have the right to:

- Access your data.
- Correct inaccurate or incomplete data.
- Request the deletion of your data.
- Request the anonymization, blocking, or elimination of unnecessary or excessive data.
- Receive information about the public and private entities with which we have shared your data.

To exercise any of these rights, please contact us at [Insert Contact Email or Link to Form].

## 6. Information Sharing

We do not sell your personal data. We may share your information with third parties only in the following circumstances:

- **With Service Providers:** We may share data with third-party service providers who perform services on our behalf (e.g., payment processing, data hosting). These providers are contractually obligated to protect your data.
- **Legal Requirements:** We may disclose your information if required to do so by law or in response to valid requests by public authorities.
- **With Your Consent:** We may share your information with third parties when we have your explicit consent to do so.

## 7. Data Security

We implement a variety of security measures to protect your personal information from unauthorized access, use, or disclosure. We regularly review and update our security practices to ensure the ongoing integrity of your data.

## 8. Updates to This Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or for other operational, legal, or regulatory reasons. We will notify you of any significant changes by posting the new policy on our website.

## 9. Contact Us

If you have any questions about this Privacy Policy or our data practices, please contact us at: [contato@almaintel.com](mailto:contato@almaintel.com)

