

Nubimetrics Privacy Policy

Welcome to the Privacy Policy of www.nubimetrics.com (the "Site"), owned by NUBIMETRICS.

The Site provides users with access to a Nubimetrics web platform (hereinafter, the "Site"), so that they may receive daily information, statistics and/or data related to purchases and sales carried out through the Mercado Libre S.R.L. platform (hereinafter, the "Service"). In other words, NUBIMETRICS analyzes the data made available by Mercado Libre S.R.L. (hereinafter, "Mercado Libre"), including, but not limited to, market analysis, competitive analysis, and trends in the products and services with the highest sales volume, in order to provide users with a quantitative and qualitative study of such data so they can improve their business productivity. Therefore, users understand and acknowledge that the information provided by NUBIMETRICS is estimative in nature, and that NUBIMETRICS only provides information on market trends, not exact information.

This Privacy Policy (the "Privacy Policy") describes the practices relating to the personal or commercial information that NUBIMETRICS collects through the services provided on the website and/or platform, voluntarily supplied by its users through manual and/or automatic mechanisms.

This Privacy Policy forms part of the Terms and Conditions available at https://www.nubimetrics.com/pdf/terminos_es.pdf. All terms defined in the Terms are used in this Privacy Policy with the same meaning, unless otherwise stated.

1. Consent and amendments

By using this website and/or platform, the user freely, expressly and knowingly consents, under this Privacy Policy, to the use and processing of their personal and commercial information by NUBIMETRICS for the purposes set forth herein.

If the user does not agree with this Privacy Policy, it is the user's responsibility not to use the Nubimetrics website and/or platform.

Nubimetrics reserves the right to amend these Terms at its discretion. In such cases, those amendments will be notified to the user through the email address provided during registration or by means of a notice posted on the website and/or platform. It is the responsibility of the user and/or visitor to remain aware of such notices in order to stay informed of any possible changes made to the website and/or platform. If the user and/or visitor continues using Nubimetrics services ten (10) days after receiving the email or after the publication of the changes made by Nubimetrics, whichever occurs first, such continued use shall be deemed acceptance of those changes.

2. User data transmitted to Nubimetrics

It should be noted that the data requested through forms on the website, added during the user's activity on the platform, or automatically obtained through the integration of the platform with Mercado Libre, will be incorporated into the records maintained by Nubimetrics, which, as data controller, collects and/or stores such information for the purpose of providing platform services, as well as for sending commercial communications about products and services when the user agrees to receive such communications.

"Personal Information" means any information that may be used, either separately or in combination with other information, to personally identify a natural person or a legal entity, including, but not limited to, first and last name, personal profile, company name, home or business address, email address and/or any other contact information.

"Commercial Information" means all information or data manually and/or automatically entered into the platform with the user's authorization that is neither personal nor public in nature.

3. How personal and commercial information is used

Personal information, when provided through the website, will be used to improve the services provided by Nubimetrics, identify and authorize access to the website, and send communications to the user.

Commercial information, when provided, will be used in automated mechanisms to offer platform services. NUBIMETRICS guarantees the confidentiality and full protection of all personal data provided, as required by the legislation in force in Brazil.

In particular, it should be noted that, by providing personal and/or commercial information to the website, the user authorizes Nubimetrics to:

- a) Provide personal information and commercial information to its subsidiaries, affiliated companies and other businesses or persons for processing on behalf of NUBIMETRICS. It is essential that the user accept this clause in accordance with the Nubimetrics Privacy Policy. The information may be transferred to other countries around the world.
- b) Use the email address provided by the user to send updates, communications, publications and/or news regarding Nubimetrics services. The user may choose not to receive future emails by requesting that Nubimetrics remove their email address from the database by sending an email to contacto@nubimetrics.com with the relevant request.
- c) Disclose their personal information or any other information made available through this website and its services, if it believes in good faith that disclosing such information would be useful or reasonably necessary to (i) comply with any applicable law, regulation, legal process or requirement from authorities, (ii) enforce the terms described herein, including investigating potential violations thereof, (iii) detect, prevent or identify any fraud or security-related matter, or (iv) protect against harm to the property, rights or safety of NUBIMETRICS, users, or the public.
- d) Use anonymous information (that is, information dissociated from a person so that identification is not possible when such data is used) or disclose it to third-party service providers in order to improve Nubimetrics services and enhance the user's experience with the website and its services, as well as disclose anonymous information (with or without compensation) to third parties, including advertisers, partners and business partners, for purposes including, without limitation, advertising purposes.
- e) Provide data to third parties after removing the name and/or other data that may identify the user, or combine data from multiple users so that such data is not associated with any specific user.

4. Cookies and other tracking technologies

Some pages on the Nubimetrics website may use "cookies" and other tracking technologies. A "cookie" is a small text file that may be used, for example, to collect information about website activity. Some cookies and other technologies may be used to store personal information previously provided by the user to the website. Most browsers allow the user to control cookies, including accepting, rejecting and deleting them. Most browsers can be configured to notify the user when a cookie is received. The user may also choose to block cookies through their browser.

5. Access

By using the platform services, the user grants Nubimetrics the right to access Personal Information and Commercial Information in order to offer platform services, in accordance with the rights and limitations set forth in this Privacy Policy.

6. Collection of information by third-party websites

NUBIMETRICS may use a trusted third party to serve or display advertising or pop-ups on its website. These third-party advertising servers may use cookies, web bugs, clear gifs or similar technologies to display those advertisements and help measure and study their effectiveness. The use of such technologies by third parties and servers is governed by their own privacy policies and is not covered by this Privacy Policy.

7. Links to other websites

The Nubimetrics website may contain links to other websites. In addition, other websites may mention or link to the Nubimetrics website. NUBIMETRICS is not responsible for the privacy practices or the content of other websites.

8. In the event of merger or sale

If NUBIMETRICS is acquired by or becomes part of a merger with a third party, the company reserves the right to transfer or assign the information it collects from users as part of that merger, acquisition, sale and/or other change of control; therefore, the user hereby authorizes such transfer, subject to the same terms and conditions set forth in this Privacy Policy.

9. Commitment

Nubimetrics is responsible for protecting your privacy in accordance with applicable laws. If you have any comments or questions about this Privacy Policy, please contact us at contacto@nubimetrics.com.

The user is solely responsible for the accuracy of the information provided and is responsible for notifying NUBIMETRICS of any changes thereto by writing to contacto@nubimetrics.com.

10. Users' rights of access, cancellation, rectification and objection

NUBIMETRICS guarantees the user the exercise of the rights of access, rectification, cancellation, information and objection under the terms provided by the legislation in force. The user may exercise their rights by sending an express request, together with a copy of their identity document, by the following means:

Email: contacto@nubimetrics.com