COOKIE POLICY

JHC DA SILVA NEGOCIOS DIGITAIS LTDA ("Reportana"), a company headquartered in the city of São Bernardo do Campo/SP, Legal Entity Registry (CNPJ) No. 38.369.962/0001-95, based on its Cookies and Privacy Policy, provides its customers and users of the website https://reportana.com and the platform https://app.reportana.com marketing services for e-commerces, information producers and local businesses.

This Cookies Policy is a complementary document to the Privacy Policy available on the website and Platform, and aims to establish how Cookies will be used on the company's website and Platform, in addition to providing the definitions and applications of this device.

The Policy aims to explain and list which data will be collected, the reasons for it and with whom it will be shared. However, Users must also comply with the rules described in this document. Data sharing occurs due to the nature of Reportana's activity, and there is no other reason that justifies sharing.

Our goal is to be understandable and transparent in the processing of our Users' data, which is why we adopt cautious and secure measures. Therefore, Users are asked to read the clauses below carefully before contracting services.

1. DEFINITIONS

Below are the definitions for a better understanding of this Cookies Policy:

1.1 **Reportana:** legal entity responsible for making the Platform available and providing the services described herein.

1.2 **Platform:** online system accessible via browser or other digital means, aimed at e-commerce marketing, information producers and local businesses, using e-mail marketing services, SMS automation, telephone call automation, marketing automation, sales monitoring and tools for WhatsApp.

1.3 **User:** all natural persons who will use or visit the Reportana Platform and website, over 18 (eighteen) years of age or emancipated and fully capable of performing acts of civil life or those who are absolutely or relatively incapable and duly represented or assisted.

1.4 **Cookies:** small fragments of information or small text files that are downloaded to your device when you access the website and Platform. These fragments/files contain information about your browsing on our page and provide information about your preferences. The purpose of Cookies is to improve your experience on our website and Platform, so that, on future visits, the User can find the desired information in a simpler way. Storing Cookies will take up a small amount of space on your hard drive and will not affect the performance of your device.

1.5 **Purpose**: the objective that Reportana wishes to achieve by using Cookies when browsing its website.

1.6 **Consent**: express and unequivocal authorization given by the User to the website and Platform to store Cookies on their device.

2. TYPES OF COOKIES USED BY REPORTANA

2.1 There are several types of Cookies that can be used when browsing a website. However, Reportana will use the following Cookies on its website:

Source	Name	Purpose
Stripe	__stripe_mid	Identify users and prevent payment fraud.
Stripe	__stripe_sid	Manage payment sessions.
Microsoft Clarity	_clck	Store user identification for analysis of behavior on the website.
Microsoft Clarity	_clsk	Connect page views into a single user session.
Facebook	_fbc	Store ad click information for conversion attribution.
Facebook	_fbp	Deliver, measure and improve ad relevance.

Google	_ga	Distinguish users for website usage analysis (Google Analytics).
Google	_ga_<ID>	Maintain session state in Google Analytics properties.
Google	_gat_gtag_UA_<ID>	Limit Request Rate in Google Analytics.
Google	_gcl_au	Track conversions from advertising campaigns.
Google	_gid	Distinguish users for 24h for analysis (Google Analytics).
Reportana	access_token	Authenticate user sessions in the system.
Reportana	referrer	Record the origin of the visit for analytical purposes.
Reportana	reportana_session	Identify and maintain the user's session on the Platform.
Reportana	rtok	Manage Secure Request Tokens.
Reportana	xsrf-token	Prevent CSRF (Cross-Site Request Forgery) attacks.
OctoberCMS	admin_auth	Authenticate administrative access.
OctoberCMS	october_session	Manage user sessions.

2.2 Once on the Platform, the following Cookies will be collected:

Source	Name	Purpose
Stripe	__stripe_mid	Identify users and prevent payment fraud.

Stripe	__stripe_sid	Manage payment sessions.
Microsoft Clarity	_clck	Store user identification for analysis of behavior on the website.
Microsoft Clarity	_clsk	Connect page views into a single user session.
Facebook	_fbc	Store ad click information for conversion attribution.
Facebook	_fbp	Deliver, measure and improve ad relevance.
Google	_ga	Distinguish users for website usage analysis (Google Analytics).
Google	_ga_<ID>	Maintain session state in Google Analytics properties.
Google	_gat_gtag_UA_<ID>	Limit Request Rate in Google Analytics.
Google	_gcl_au	Track conversions from advertising campaigns.
Google	_gid	Distinguish users for 24h for analysis (Google Analytics).
Reportana	access_token	Authenticate user sessions in the system.
Reportana	referrer	Record the origin of the visit for analytical purposes.
Reportana	reportana_session	Identify and maintain the user's session on the Platform.
Reportana	rtok	Manage Secure Request Tokens.

Reportana	xsrf-token	Prevent CSRF (Cross-Site Request Forgery) attacks.

2.3 Regarding the types of Cookies, they are also divided according to their duration, which can be: session or temporary Cookies, which expire when the browser is closed, and persistent or permanent Cookies, which remain on your device until you delete them.

2.4 Regarding the purpose, the types of Cookies used by Reportana are those that are necessary, essential for browsing our website and Platform and accessing all the resources available on the website and Platform, and those that are functional, which store the User's preferences and choices.

3. COOKIE USEFULNESS

3.1 **Reportana** uses Cookies to improve the User experience on the website and Platform and also to increase the performance of its website and Platform on the internet. This way, we can offer easier applications, based on the User's browsing choices, which will be remembered on their next browsing.

4. COOKIE MANAGEMENT

4.1 This term is available on our website to inform the User in a transparent manner about the use of Cookies. Some Cookies, classified as strictly necessary, may be installed even without the User's prior consent, as they are essential for the proper functioning of the platform.

4.2 When using our website for the first time, the User may accept or block the automatic installation of Cookies. From the second use onwards, our website will proceed based on the response given during the first navigation.

4.3 Consent or blocking will be given through an information banner system, which will appear to the User upon first access. If the User does not make any choice and continues browsing the website, our system will understand that there has been Consent to the use of Cookies.

4.4 The management of Cookies will depend on which browser you use, and the User should seek instructions on how Cookies can be blocked or deleted from their device.

5. FINAL PROVISIONS

5.1 Above all, Reportana values the privacy and trust of our Users, so we are constantly updating ourselves in order to maintain the highest security standards. Therefore, we reserve the right to change this Policy at any time, and it will be in effect from the date of its publication.

5.2 Finally, when browsing our website and Platform, the User agrees to the use of Cookies and all their functionality, as already defined in this Policy.

6. CONTACT US

6.1 If you have any questions or complaints about this Cookie Policy or Reportana's information handling practices, please send an email to help@reportana.com.

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