



Cookie Policy

INSTITUTO AME SUA MENTE



LGPDConsult



Preamble

Dear Data Owner, (user of the website www.amesuamente.org.br),

The INSTITUTO AME SUA MENTE must guarantee transparency in all processes involving data processing and to this end, we have prepared and developed our Cookie Policy, so that you may know the information processed when you access our website.

To make it easier for you to understand this document, we have formatted it as a FAQ (Frequently Asked Questions) for your convenience.

What are "cookies"?

Cookies are devices used by web servers to store and retrieve information about their visitors.

Small text files are installed on your computer or mobile device as you access websites and record different functions such as efficiency of navigation between pages and remembering information about your visit, such as language and preferences; the information is subsequently retrieved on the next visit to improve and facilitate your browsing experience.

They are associated solely with your browser and do not in themselves become personal data.

The use of "cookies" to track and store information will enable INSTITUTO AME SUA MENTE to offer a personalized service, according to the characteristics and interests of the users.

In general, cookies are used to:

- Provide individualized services, to remember who you are and what your browsing and consumption habits are; to potentially identify anonymous users, in addition to accessing your registration information on the websites you browse, and on that of the INSTITUTO AME SUA MENTE.
- Help companies in general and our partners in particular to track visits and business in their marketing campaigns, services, products or stores.
- Determine the size of the audience of visitors to INSTITUTO AME SUA MENTE and any other website.





- Create and better understand navigation patterns, mapping the areas of the portal or website that users visit, as well as their browsing habits.
- Companies use this information to check users' browsing routines, and thus offer increasingly personalized content and/or services, creating an increasingly personalized experience and purchasing journey for people.
- Making it easier and quicker to fill out forms is a reality that brings no return these days; after all, who among us hasn't found themselves face to face with a form on the web and whenever we can make this process easier, such as by remembering the user accessing it, we know that we will be happy and excited because it saves us time when browsing.
- It is worth noting that the information contained in users' "cookies" can also be used to pre-fill data collection forms on the Internet, and is also a way of identifying you (but not your personal data) (cookie personally identifiable information - PII).

We suggest that you consult the privacy policies of each website you browse to understand the use of their "cookies."

What "cookies" does INSTITUTO AME SUA MENTE use on its website?

Our site only uses technical cookies and so-called "analytics" cookies, which are necessary to optimize the site and which may collect information, in an anonymous and aggregated form, about the number of users and how they use the site.

The information collected by these cookies is not personal data, as it is anonymous information and has the following functions:

_ga

_gcl_au

ga*

_fbp

The above cookies do not collect personal data and are only used to count visitors to the website and pages visited (page views):



trf.src

cookieawinfo-checkbox-necessary

cookieawinfo-checkbox-functional

cookieawinfo-checkbox-performance

cookieawinfo-checkbox-analytics

cookieawinfo-checkbox-advertisement

cookieawinfo-checkbox-others

test_cookie

The 08 cookies described above also do not collect personal data and only serve to ensure the functioning of the COOKIE NOTICE that users have access to when visiting our Portal.

Despite the fact that INSTITUTO AME SUA MENTE does not use any type of cookie for profiling the user, it may use third-party services which, in turn, use profiling cookies, so it may use the AdWords and Remarketing Lists features of Google Analytics, for example, to display advertisers or map users interested in its services (prospects).

How do I disable the use of "cookies" in my browsers?

When you wish to delete "cookies" from your browsers, you must follow the procedures below.

We select the main browsers to describe the procedures, recalling that changes to these procedures may occur at the discretion of the providers of these products/services and that in case of doubts, the browsers' help tutorials will be the best way to access them for the deletion of "cookies."

Regarding the current procedures, please review the following:



Safari on OSX

Please refer to the following Apple page:

https://support.apple.com/kb/PH19214?locale=pt_BR&viewlocale=pt_BR

Opera

Please refer to the following Opera software page:

<http://www.opera.com/help/tutorials/security/privacy/>

Mozilla Firefox

Please refer to the following Mozilla page:

<https://support.mozilla.org/pt-BR/kb/ative-e-desative-os-cookies-que-os-sites-usam>

Microsoft Internet Explorer 6.0, 7.0, 8.0, 9.0, 10.0

Please refer to the following Microsoft page:

<https://support.microsoft.com/pt-br/help/17442/windows-internet-explorer-delete-manage-cookies>

Microsoft Edge

Please refer to the following Microsoft page:

<https://support.microsoft.com/pt-BR/help/12454/windows-10-microsoft-edge-privacyfaq>

Google Chrome

Please refer to the following Google page:

<https://support.google.com/chrome/answer/95647>

What else do I need to know about my privacy and cookies?

It is worth remembering that if all "cookies" are disabled, you may not be able to take advantage of all the features available on this or any other website.

Please consult your mobile device's documentation for information on how to disable "cookies."





Therefore, it is in your interest:

- When accessing the Internet, to always seek to know the "cookie" and privacy policies of the sites you use.
- To create, use and always change your passwords and make them complex.
- Never give your passwords to anyone.
- Only provide your passwords when making purchases in person, whether online or in physical stores.
- Read the terms of use for "cookies" on the websites you browse.

Thank you. We also encourage you to regularly review our Cookie Policy, as it may be updated as necessary.

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