



Privacy Policy

Updated on July 20, 2020

This is our Privacy Policy, which shows in detail Oi's guidelines for processing physical or digital data provided by individuals (customers and non-customers) who use our services. This policy is governed by the General Data Protection Act (in Portuguese, *Lei Geral de Proteção de Dados* or LGDP - Law 13,709, of August 14, 2018) and other applicable rules.

This Privacy Policy was created based on the principle of transparency and in accordance with your rights, which are guaranteed by Oi through the practices described herein. This is why it is important to read this page carefully.

In some cases, if you decide not to provide your required personal data to us, we may not be able to provide our products or services.

Processing of your personal data

- Oi is responsible for processing the personal and non-personal data provided by you.
- Personal data are all information that can identify you or make you identifiable.
- Your personal data will only be collected for specified, explicit and legitimate purposes and will not be further processed in a way incompatible with those purposes.
- If you are a minor, Oi may collect your personal data, subject to the specific consent of at least one of your parents or your legal guardian.
- From the moment you read and agree with this Privacy Policy, you will be aware of the processing of your personal data pursuant to the terms indicated below.

Which data does Oi collect?

Your personal data processed and the way in which they are collected may vary according to the services hired by you or according to the way you use your services. It does not matter if the data are collected through voluntary insertion of data by you on Oi platforms or automatically when you

use our services, access our websites or interact with Oi in any other way. See which data are collected:

We collect your contract and registration data

- Your name, CPF (individual taxpayer's ID) number, RG (identification data) number, passport number, parents' names, address (physical or email), mobile and home telephone numbers, ICCID number (SIM card), date of birth, nationality and occupation.
- CPF number, parents' names, bank details, payment slip number, invoice or bank debit and gender.
- Content of powers of attorney used to enter into or manage Oi service contracts and a commercial telephone number.

We collect your financial information

- Invoice information, such as history, payment dates, outstanding amounts and payments received.
- Credit or debit card information, bank account and other bank details.

We collect your location data

Approximate location data when you activate the location feature that uses Global Positioning System (GPS) data or other technologies and when referring to signals identified by Oi's mobile network base stations.

We collect your data related to the use of Oi's website and apps

The history of the way you use and navigate on various media and platforms made available by Oi.

We collect your customer service data

The information provided to customer service, through any means made available by Oi.

We collect your traffic data

- Call duration and use and limit of plans or data, or how you are using the data.
- Profile consumption information.

We collect statistical data

Oi collects information from usage logs to determine the voice and data traffic profile.

Why does Oi use your personal data?

See below the reasons why we process your personal data and the legal grounds on which we rely in order to process them properly.

Processing purpose	Processed data	Legal basis
<ul style="list-style-type: none"> • Fulfillment of service requests. • Billing and processing of payment of contracted services. • Direct or indirect customer service and customer service provided by third parties authorized by Oi. • Provision of roaming services. 	<ul style="list-style-type: none"> • Contract and registration data • Financial information • Traffic data • Customer service data • ICCID (SIM card) number 	<ul style="list-style-type: none"> • Contract performance
<ul style="list-style-type: none"> • Business planning. • Production and analysis of indicators, reports and estimates. • Performance analysis and monitoring. • Communication strategy. • Sales strategy. • Quality audit. • Control management. 	<ul style="list-style-type: none"> • Customer service data • Statistical data • Financial information • Location data • Traffic data 	<ul style="list-style-type: none"> • Legitimate interest
<ul style="list-style-type: none"> • Fraud prevention, fraudulent use of Oi services and other measures that promote user security in the use of contracted services. 	<ul style="list-style-type: none"> • Contract and registration data • Financial information • Traffic data • Location data • ICCID (SIM card) number 	<ul style="list-style-type: none"> • Fraud prevention and holder security • Legitimate interest
<ul style="list-style-type: none"> • Innovation and evolution of services, according to the level of service provided to users. • Traffic analysis, producing aggregate and statistical management reports, in order to improve service provision without identifying users individually. • Big Data Analytics focusing on various data sets to identify profiles and behaviors with implementation of strict security measures, ensuring the protection of personal data, which are anonymized whenever possible. • Improve use and user experience in our services. 	<ul style="list-style-type: none"> • Location data • Data on the use of Oi's website and apps • Customer service data • Traffic data 	<ul style="list-style-type: none"> • Legitimate interest

<ul style="list-style-type: none"> • Publicity for offers, promotions, launches and advertising or informative materials related to Oi services or those of its partners and third parties. • Use of location and analytical methodology on usage behavior, patterns and trends. 	<ul style="list-style-type: none"> • Contract and registration data • Data on the use of Oi's website and apps • Traffic data • Location data 	<ul style="list-style-type: none"> • Legitimate interest
<ul style="list-style-type: none"> • Display more relevant partner or third-party advertising on its channels. • Big Data Analytics focusing on various data sets to create a segmented target audience, anonymized whenever possible. 	<ul style="list-style-type: none"> • Contract and registration data • Data on the use of Oi's website and apps • Traffic data • Location data 	<ul style="list-style-type: none"> • Legitimate interest
<ul style="list-style-type: none"> • Submission of information, reports and indicators to Anatel. • Submission of information, reports and opinions to Procon and other bodies and competent authorities. • Disclosure of telephone records, in certain cases, at the request of a police authority or the Prosecution Office, or to comply with court orders. 	<ul style="list-style-type: none"> • Contract and registration data • Customer service data • Financial information • Traffic data • Location data 	<ul style="list-style-type: none"> • Compliance with a legal or regulatory obligation
<ul style="list-style-type: none"> • Take legal action and file or defend lawsuits. • Response to official letters and following of injunctions. • Defense in administrative proceedings related to consumer protection agencies. 	<ul style="list-style-type: none"> • Contract and registration data • Customer service data • Financial information • Traffic data 	<ul style="list-style-type: none"> • Regular exercise of rights.

Legal bases for data processing

Oi may process your personal data on the following legal bases:

- for correctly performing the contract or rendering contracted services, fulfilling your requests or carrying out necessary preliminary procedures.
- for compliance with a legal or regulatory obligation.
- for acting in your legitimate interest or in the interest of the Oi Group, including, but not limited to, supporting and promoting its activities, and protecting the regular exercise of customer rights or the provision of services that benefit them in any way.
- for a specific purpose subject to your free, informed and unequivocal consent.
- for security and fraud prevention measures.
- for the regular exercise of rights within the scope of judicial or administrative proceedings.

- for shared use of data with the government and the necessary processing for the execution of public policies set forth in laws and regulations or supported by contracts, agreements or similar instruments.

Your rights

The General Data Protection Act (LGPD) grants you rights over your personal data, as shown below.

Right of access and confirmation of processing: you have the right to confirm whether your personal data are processed and to access and request a copy of such data, except in cases of legal confidentiality.

Right to rectification: you also have the right to request the rectification, update or completion of your personal data.

Right to erasure: you may request the erasure of your personal data, unless there is another legal provision preventing the deletion or requiring continued processing of such data.

Right to object: you may request the temporary or permanent interruption of the processing of all or some of your personal data, unless there is another legal provision preventing the deletion or requiring continued processing of such data.

Right to portability: you may request your personal data in a structured way, so that it can be transmitted to another service or product provider upon request.

Anonymization: you may request the anonymization of your personal data processed, as well as the blocking or deletion of data considered unnecessary or excessive for the purpose applicable to the specific case or in the event of processing in breach of the applicable legislation. Unless there is another legal provision preventing the anonymization, blocking or deletion of such data or requiring continued processing thereof.

Sharing information: you may request information about public or private entities with whom your personal data has been shared in order to fulfill the purposes set forth in this Privacy Policy, except in cases of legal confidentiality.

Consent: you may also give and withdraw by formal communication, at any time, the consent previously given to Oi, and you may also request information about the possibility of not giving consent and the possible consequences of refusing consent.

You may exercise these rights at any time. You just have to send an email to PP-PrivacidadeDireitoTitular@oi.net.br

You acknowledge that the terms of the rights mentioned on this page will be ensured in accordance with the legal and regulatory provisions applicable in each particular case.

Erasure and anonymization

In order to meet certain legal requirements set out by regulatory agencies, with the exception of court orders, data inherent in the services provided by Oi (registration, collection, location and traffic data) may not be erased or anonymized.

Data sharing

Oi does not share your personal data with companies, organizations or third parties, except in the cases below, always in accordance with this Privacy Policy and other appropriate security and confidentiality measures:

- between Oi Group companies to maintain, promote and improve services.
- with business partners who are developing promotions and joint sales initiatives with Oi.
- with marketing service providers who send email marketing and SMS, and place online ads.
- with sales partners and franchises who collaborate to sell Oi products and services.

- with outsourced or authorized third parties who provide services related to the performance or management of Oi services, including service providers who provide technical support and repair, data analysis, consulting, invoice printing, checking of the credit protection system and customer service centers.
- with government authorities, such as police authorities, the Prosecution Office, Courts of Justice, consumer protection agencies or Anatel, on account of any legal, regulatory, court order or other requests from authorities with powers to do so, in order to protect against threats to the property or security of the Oi Group or its customers, as requested or permitted by law.
- with credit protection agencies to reduce credit risk and fraudulent use of Oi services.

- with third parties not listed herein upon your specific consent.
- with debt collection agencies in case of default.
- with third parties, in connection with corporate restructuring of the Oi Group.

Oi will request your specific consent to share any sensitive personal data.

Use of cookies

To provide a more personalized and agile service, we need to remember and store information about how you use our portals. This is done using small text files called cookies. Cookies contain small amounts of information and are downloaded to your computer or other device by a server on this website. Your browser then sends these cookies back every time you visit our website again. This way, we can recognize and remember your preferences. You can find more detailed information about cookies and how they work at <http://www.aboutcookies.org>.

Whenever you use this website, information may be collected through the use of cookies and other technologies. By using this website, you agree to our use of cookies as described in this policy and to the use of cookies on the global, regional, country and practice-specific websites.

Oi uses cookies to facilitate navigation and better tailor the website content to your interests and needs and to collect information on our websites and services, helping improve its structures and content. Cookies can also be used to speed up your future activities and experience on the websites.

Which cookies does Oi use and why?

Some of the cookies we use are necessary to enable you to move around the website and use its features such as accessing secure areas that may contain content for registered users.

We also use functional cookies to record information about the choices you have made that allow us to tailor the website to our users; for example, to remember your language or region or that you have already completed a survey. This information is usually anonymized and is not used for any purpose unrelated to this website.

We or our service providers also use analytic services to help us understand how effective our content is, what interests our users have, and to improve how this website works. In addition, we use web beacons or tracking pixels to count visitor numbers and performance cookies to track how many individual users access this website and how often. This information is used for statistical purposes, and it is not our intention to use such information to personally identify any user. However, if at any time you register and sign into our websites we may combine such data with

information from our web analytic services and cookies to analyze how you use this website in more detail. This website does not use targeting cookies to deliver targeted advertising to website visitors.

Our websites may use targeting cookies to display advertising content based on your interest. They also limit the number of times a particular ad is shown you and store information about your access to the website, which can be shared with other organizations, such as advertisers.

Social media buttons

Oi uses “social buttons” to allow its users to share or bookmark web pages. They enable you to share your activities on the Internet on third-party social media websites. Please review the respective terms of use and privacy policies of these websites to understand exactly how they use your information and how to opt-out or delete such information.

Browser controls

Most browsers allow you to view, delete or block cookies from a specific website or from all websites. Be aware that any preferences you set will be lost if you delete all cookies, including opt-out preferences.

At any time, you can delete cookies from Oi pages using your favorite browser settings. For more information on how to manage cookies, please visit your browser's website:

[Internet Explorer](#)

[Google Chrome](#)

[Mozilla Firefox](#)

[Safari](#)

Please bear in mind that if you do not accept some cookies from Oi pages, certain services may not function properly.

Retention of personal data and termination of personal data processing

Oi may store your personal data after the termination of the contract or the termination of the service hired by you, as strictly necessary for the fulfillment of a legal or regulatory obligation to which we are subject or for the exercise of any right to which Oi is entitled in an administrative,

judicial or extrajudicial proceeding, without prejudice to the cases mentioned in article 16 of the Personal Data Protection Act (LGPD).

- The personal data used to provide you with a personalized experience will be stored only during the allowed time, in accordance with the current legislation.
- Your personal data will only be processed for the period necessary to achieve the intended purposes, as established in item 3 of this Privacy Policy.

Information security

Oi undertakes to ensure the security and continued protection of your stored personal data by adopting technical and administrative measures to your protect personal data exported from unauthorized access and accidental or illicit situations, in accordance with applicable laws.

Oi's staff are committed to ensuring the security of your personal data and respecting this Privacy Policy, under penalty of disciplinary actions in case of violation of these rules.

We hope you will also contribute to security by keeping your personal data secure. When registering on Oi platforms, create a password strong enough to prevent other people from guessing it.

Oi recommends that you never disclose or share your password with other people. You are solely responsible for maintaining the confidentiality of your password and for any action on your account on Oi websites and services.

The protections listed in this section do not apply to information you have chosen to share in public areas such as forums and other companies' social media.

Oi undertakes to inform you and the competent bodies of any security incident and the measures that will be applied in this case.

Changes to the privacy policy

Oi has the right to change, expand or revoke this Privacy Policy, in full or in part, when necessary, without prior notice and with immediate effect, in accordance with the current legislation.

We recommend that you access this page frequently, or whenever you have questions, to check for updates or changes to our Privacy Policy.

In case of change in our Privacy Policy, we will immediately post a notice prominent on the home page of our website and other Oi communication and relationship channels for customers.

Contact Us

The Oi Group is committed to protecting your personal data. Therefore, we put in our best efforts to ensure that the personal data you provide are used in accordance with this Privacy Policy.

Oi also undertakes to receive, investigate and respond within a reasonable time to any request or complaint regarding the way we treat your personal data, including complaints about infringement of your rights under current privacy and personal data protection laws.

If you have any questions regarding this policy, you may contact us through the following channels:

- **Person in charge of the processing of personal data:** PP-EncarregadoPrivacidadenaOi@oi.net.br