



## COOKIE POLICY

*Teachy*

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**Last Updated: November 13, 2023**

We are committed to your privacy and the protection of your personal data. Therefore, we present our **Cookie Policy (Policy)**.

Through this **Policy**, we inform you about how we process the data collected indirectly while browsing our website and/or our Platform.

This document is an integral part of our [Privacy Policy](#).

We are available to answer your questions, receive feedback or complaints through the following email: [privacy@teachy.com.br](mailto:privacy@teachy.com.br)

### WHAT THIS POLICY COVERS

1. WHAT ARE COOKIES?
2. WHY DO WE USE COOKIES?
3. WHICH COOKIES WE USE
4. HOW DO I CHANGE, BLOCK OR DELETE COOKIES?
5. GENERAL PROVISIONS
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#### 1. WHAT ARE COOKIES?

**Cookies** are small text files sent from the accessed **Platform** to your browser. They record your behavior on the Platform, your preferences and experience to enhance it on your next visit. Additionally, **cookies** are used to display personalized ads and enable improvements in navigation.

We also use **cookies** and other tracking technologies to track and process any requests you make to us. **Cookies** serve various purposes, including user identification, facilitating online payments, displaying ads, and measuring the effectiveness of a service or webpage.



## 2. WHY DO WE USE COOKIES?

We use **cookies** to learn how the **User** interacts with our content, see which features are more popular, count page visitors, improve the user experience, and provide you with a better, more intuitive, and satisfying experience. The **cookies** we use fall into the following categories:

- a. **Performance Cookies:** *enable the collection of information related to the use of the site or application by users, such as the number of visitors to a specific page, the source of visits, and which pages are most accessed. With this data, it is possible to provide a better experience for users.*
- b. **Functionality Cookies:** *information that allows the user to be remembered for their actions and/or preferences on the site or application, such as their name, login, responses to promotion pop-ups, and registrations. These cookies aim to improve the user experience with faster and customized services.*
- c. **Necessary Cookies:** *essential information to ensure the functioning of the site or application and the proper provision of services, meaning it is necessary for it to operate correctly and perform basic functions.*
- d. **Third-party Cookies:** *cookies developed by another domain and whose functionalities are incorporated into the site or application that the user is visiting. These cookies are used for various purposes.*



### 3. WHICH COOKIES WE USE

| Cookie                  | Purposes   | Link for Opt-out/More details on the specific privacy policy.   |
|-------------------------|--|---|
| <b>Sentry</b>           | We use it to monitor the activities of users already registered on the <b>Platform</b> in order to identify and correct any errors.  | <a href="https://sentry.io/privacy/?utm_source=google&amp;utm_medium=cpc&amp;utm_campaign=9657410528&amp;utm_content=g&amp;utm_term=sentry&amp;gclid=CjwKCAjw9J2iBhBPEiwAErwpeSLNyC7yTR7tu-27eOMjtpkybuxhsFO5_i4llrfbUEtDZmzeuEur4RoCYwMQAvD_BwE">https://sentry.io/privacy/?utm_source=google&amp;utm_medium=cpc&amp;utm_campaign=9657410528&amp;utm_content=g&amp;utm_term=sentry&amp;gclid=CjwKCAjw9J2iBhBPEiwAErwpeSLNyC7yTR7tu-27eOMjtpkybuxhsFO5_i4llrfbUEtDZmzeuEur4RoCYwMQAvD_BwE</a> |
| <b>Google Analytics</b> | We use <b>Google Analytics</b> to understand how our media campaigns work and how users interact with our platform to improve their experience. Through this, it is possible to identify the traffic source to the platform. | <a href="https://tools.google.com/dlpage/gaoptout">https://tools.google.com/dlpage/gaoptout</a>   |
| <b>auth0</b>            | We use <b>Auth0</b> to keep the user authenticated while logged in, ensuring that the user can use the features without having to log in again.  | <a href="https://www.okta.com/privacy-policy/">https://www.okta.com/privacy-policy/</a>   |
| <b>Hotjar</b>           | We use <b>Hotjar</b> to understand how the user behaves on the platform and to understand their preferences. Data such as mouse movement and time on screens are collected for this purpose.                                 | <a href="https://policies.google.com/privacy?hl=pt-BR&amp;gl=br">https://policies.google.com/privacy?hl=pt-BR&amp;gl=br</a>   |
| <b>Mixpanel</b>         | We use <b>Mixpanel</b> to  | <a href="https://mixpanel.com/legal/priv">https://mixpanel.com/legal/priv</a>   |



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|--|--|-----------------------------|
|  | understand how the user behaves on the platform and to understand their preferences. Data such as mouse movement and time on screens are collected for this purpose. | <a href="#">acy-policy/</a> |
|--|--|-----------------------------|

#### 4. HOW DO I CHANGE, BLOCK OR DELETE COOKIES?

Upon entering our **Platform**, the user will be prompted to accept or reject cookies and choose which ones to allow while browsing.

It is not possible to use **Teachy's Platform** functionalities without authorizing the use of strictly necessary cookies.

The other cookies are customizable, and you can decide to accept or reject them. Browsers are usually set to accept cookies. However, the user can change these settings at any time to block or receive alerts when a cookie is being sent to their device.

There are several ways to manage cookies: block cookies from the **Platform**, block third-party cookies in relation to a **Platform**, or reject all cookies.

However, be aware that blocking all cookies will affect the functioning of your experience, as it will not be possible to identify your preferences on the **Platform** and recommend relevant content and advertising.

To learn more about cookie settings, refer to your browser's instructions, and remember that you must make this configuration on all devices used (such as computers, smartphones, tablets).

Check the respective settings of the main browsers at: [Internet Explorer](#), [Edge](#), [Chrome](#), [Safari](#), [Firefox](#) e [Opera](#).



## 5. GENERAL PROVISIONS

We inform you that it may unilaterally modify/update this **Policy** at any time. If this happens, the **User** will be notified, and the updated version will take effect upon its publication.

The User's access or use, following the disclosure of the update, will confirm the agreement and validity of the new [Privacy Policy](#).

## 6. CONTACT

We are available to answer your questions, receive feedback, or address complaints through the following email: [privacy@teachy.com.br](mailto:privacy@teachy.com.br).