

Privacy Notice

Who we are

Embrapa collects your personal data in accordance with this **Privacy Notice** and in compliance with relevant data protection legislation, in particular the General Law on Protection of Personal Data (LGPD). This Notice provides the necessary information about your rights and obligations and explains how, why and when we process your personal data.

Embrapa acts as controller and/or operator when handling your personal data. Our Controller can be contacted through the Integrated Ombudsman and Information Access Platform at: <https://sistema.ouvidorias.gov.br/publico/Manifestacao/SelecionarTipoManifestacao.aspx?ReturnUrl=%2f>.

Information we collect

Embrapa handles your personal information to fulfill legal and contractual obligations and to provide you with our products and services. We do not collect unnecessary personal data and we do not treat your information in ways other than those specified in this Notice.

The protection of privacy and personal data constitutes a fundamental commitment for Embrapa, which will provide this **Service** through the “**BRLUC (Brazilian Land Use Change) Method**”.

Personal data will be collected from the user (external and/or internal) who is registered to use this Service, since the access will be through Embrapa's Portal at <https://www.embrapa.br/tecnologias/> or <https://brluc.cnpma.embrapa.br/>.

Personal data collected

The types of Personal Data that this Service collects for itself include:

- **Required information:** name, e-mail, institution name and location (country, state and city).

Information on Personal Data Processing

The purposes of processing

User Data is collected to allow the controller to provide its Services, as well as for the following purposes: Infrastructure Monitoring, Registration and Authentication, Location-based Interactions, and Asset Adoption Monitoring according to Embrapa's methodology indicators.

Location-based interactions

This Service may collect, use and share User location data only to provide location-based services. Most devices provide tools to select not to use this feature by default. If explicit authorisation is provided by the User, their location data may be used by this Service.

- Personal data collected: location.

Registration and authentication

Users allow this Service to identify them and give them access to dedicated services.

System logs and maintenance

For operation and maintenance purposes, this Service and any third party services may collect files that record interaction with this Service (system logs) or use other Personal Data (such as IP address) for this purpose.

Your Rights

You have the right to access any personal information we treat about you, and you can also request information about:

- What is this personal data;
- The purposes of the processing;
- How long we intend to store your personal data.

Should the User believe that we have any data about him or her which is incomplete or inaccurate, the User has the right to ask us to correct and/or complete the information. The User also has the right to request the deletion of their personal data or to restrict processing (where applicable) in accordance with data protection legislation, as well as the right to object to any direct marketing. Where applicable, the User has the right to data portability of their information and the right to be informed about any automated decision making that we may use.

If we receive a request to exercise any of the above rights, we may ask you to confirm your identity before we act on your request. This confirmation is necessary for us to ensure that your data is protected and kept secure.

Sharing and disclosing your personal information

We do not share or disclose any of your personal data without your consent, except for the purposes specified in this Notice or where required by law.

This Privacy Notice is restricted only to the services offered by **Embrapa** through this **“BRLUC (Brazilian Land Use Change) Method”**.

Consequences of not providing your data

The user is not obligated to provide his personal data to **Embrapa**. However, this information is necessary for the Company to provide services, for example, through this Service. The lack of the supply of mandatory information about your data makes it impossible for this Service to provide its services.

Protections

We take your privacy seriously and take all reasonable steps and precautions to protect your personal data. We work to protect your personal data against unauthorised access, accidental or unlawful alteration, disclosure or destruction of your personal data and have multiple layers of security measures in place.

How long we keep your data

Your personal data will be kept only as long as necessary for our purposes or until you request the deletion of your personal data from our database.