
	CBR PRIVACY POLICY
	CBR
Data privacy	

The Brazilian College of Radiology, a private legal entity registered with the CNPJ (Brazilian Corporate Taxpayer Registry) under No. 62.839.691/0001-79, headquartered at Avenida Paulista, No. 37, São Paulo, SP, hereinafter referred to as CBR, values the privacy of its users, customers, suppliers, and employees. Therefore, it created this Privacy Policy to demonstrate its commitment to protecting personal data, in accordance with the General Data Protection Law, No. 13.709/2018, explaining to data subjects what data is collected, how it is collected, how it is processed, how it is stored, whether it is shared with third parties, among other essential information regarding personal data.

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## 1. GENERAL INFORMATION AND DEFINITIONS

**User:** All individuals who will use or visit the Websites, applications, software, or physically visit CBR's facilities.

**Personal Data:** Any information provided and/or collected by CBR in any media or format, by any means, even if public, that may be related to an identified or identifiable individual.

**Sensitive Personal Data:** Personal data regarding racial or ethnic origin, religious beliefs, political opinions, membership in a trade union or organization of a religious, philosophical, or political nature, data relating to health or sexual life, genetic or biometric data, when linked to an individual.


**Purpose:** The legitimate, specific, and explicit purpose for which CBR will process the data.

**Need:** Justification for the strict need to collect personal data to achieve the purpose, avoiding excessive collection.

**Legal Basis:** Legal basis that legitimizes the processing of personal data for a specific purpose by CBR. The retention of personal data is necessary to fulfill the legitimate interests of the controller, as provided for in Article 7, Section IX of the LGPD, ensuring that such interests do not violate the fundamental rights and freedoms of the data subject.

**Consent:** express and unequivocal authorization given by the User (the data subject) for CBR to process their personal data for a previously described purpose, where the legal basis for the act requires the data subject's express authorization.

**By accessing and/or using the CBR website/application/software, the User declares to be at least 18 (eighteen) years old and to have full and express**

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**capacity to accept the terms and conditions of this Privacy Policy and the Consent Form for all legal purposes.**

CBR is not responsible for Users who do not comply with and/or do not agree with the above stipulation and/or the terms and conditions contained in this Privacy Policy, in which case the User should not access and/or use any services offered by CBR.


## **2. DATA COLLECTION AND PROCESSING**

Users acknowledge that they provide information consciously and voluntarily through registration forms, websites operated by CBR, or through a service provision contract.

When users register and/or complete forms offered by CBR, including on websites operated by CBR, certain Personal Data requested will be kept confidential and will be used only for the purposes defined below:

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<b>Collected Data</b>	<b>Purpose of use/data processing</b>	<b>Legal Basis</b>	<b>Consent</b>
Name, email, telephone number and name of the company you work for (CUSTOMERS and WEBSITE USERS)	To access informative content about taxation, events, promotions, and relevant news, CBR requires users to provide their name, email address, and the company they work for. CBR will send marketing emails to users who provide this information. The Personal Data collected will not be used to send any type of spam or for any purpose other than that stated herein.	Consent and Legitimate Interest (in the case of Email Marketing)	I agree to provide my name, email address, and the company I work for to access the material available on the website, as well as to receive CBR's newsletter and other marketing emails. I understand that my data will be used internally by CBR for promotional purposes, and I agree to receive emails from CBR.
Name, telephone number and email (SAC)	If the data subject wishes to contact the company by any means (telephone, in person or via website) to request information.	Consent	I agree to provide my name and email address for CBR to return my contact/request for information.

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<b>Collected Data</b>	<b>Purpose of use/data processing</b>	<b>Legal Basis</b>	<b>Consent</b>
Name, telephone number and email (CUSTOMERS)	For customers to enter and access the CBR system/software/platform.	Consent	I agree to provide my name and email address to CBR so that I can have login access to the contracted services.


### 3. DATA STORAGE

CBR will store the collected information on its own servers or on cloud servers contracted by CBR's service providers.

CBR uses reasonable market and legally required measures to preserve the privacy of the collected data. Therefore, it adopts, for example, the following precautions:

- i. When necessary, CBR uses standard and industry-standard methods to encrypt and anonymize collected data;
- ii. CBR protects its systems against unauthorized access;
- iii. CBR only authorizes access to the location where the collected information is stored by previously designated individuals;
- iv. Those who come into contact with the information agree to maintain absolute confidentiality. Breach of confidentiality will result in civil liability, and the responsible party will be held accountable under Brazilian law; and

CBR makes every effort to protect the privacy of its Users' data. However, no website is completely secure, and CBR cannot fully guarantee that all information transmitted on its pages will not be subject to unauthorized access through methods designed to obtain information improperly.

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For this reason, we encourage Users to take appropriate measures to protect themselves, such as keeping all usernames and passwords confidential, creating more complex passwords, etc.

In the event of a security incident that may pose a risk or significant harm to data subjects, CBR will comply with the guidelines of Law No.13,709/18 and the rules and guidelines issued by the ANPD (National Data Protection Authority).

#### 4. DATA SHARING

CBR may disclose personal data collected from third parties in the following situations and within the limits authorized by law and duly approved through confidentiality agreements and/or liability terms:


- I. For administrative purposes such as: research, planning, service development, security, and risk management;
- II. For the purpose of delivering the service contracted with CBR;
- III. When necessary to comply with a legal obligation, a ruling by a competent authority, or a court order.
- IV. If data is shared with third parties, CBR will specify who the third parties are and the purpose of the sharing, obtaining the data subject's express consent.

#### 5. LEGAL BASES FOR DATA DISCLOSURE

In some cases, CBR may disclose Personal Data collected in order to comply with applicable legislation or by means of a judicial or administrative order or subpoena..

#### 6. DATA RETENTION

CBR will retain data subjects' information only for the period of the purpose for which that information was processed. However, data will be retained

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regardless of consent in the event of legal and regulatory obligations (e.g., auditing, accounting, and statutory retention terms). In compliance with legal and regulatory obligations, data will be deleted if it no longer has an association with CBR or if requested by the data subject. The retention period may depend on the type of relationship or association defined by the CBR statute.


**The data subject may request the deletion of data by making a direct request to the company by calling +551133724544 or by clicking [here](#).**

**CBR informs that the company's Data Protection Officer (DPO) is Mr. Antonio Fidélis, who can be contacted by email [antonio.junior@cbr.org.br](mailto:antonio.junior@cbr.org.br) and telephone number mentioned above.**

## 7. DATA SUBJECT RIGHTS

In compliance with applicable regulations regarding the processing of personal data, CBR respects and guarantees the User the possibility of submitting requests based on the following rights:

- i) confirmation of the existence of processing;
- ii) access to data;
- iii) correction of incomplete, inaccurate, or outdated data;
- iv) anonymization, blocking, or deletion of unnecessary, excessive, or non-compliant data;
- v) portability of data to another service or product provider, upon express request by the User;
- vi) deletion of data processed with the User's consent, except in cases provided for by law;
- vii) obtaining information about the public or private entities with which CBR shared their data;
- viii) information about the possibility of refusing consent, as well as being informed of the consequences if consent is refused;
- ix) revocation of consent.

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**CBR is available to fulfill the rights of data subjects through a request from the subject to be sent by email to [antonio.junior@cbr.org.br](mailto:antonio.junior@cbr.org.br) or telephone +551133724544**

Users are aware that deleting essential information for managing their account with CBR will result in the termination of their registration, resulting in the cancellation of the services provided.

CBR will make every effort to fulfill such requests as quickly as possible.

## **8. POLICY REVISIONS**


If CBR modifies this policy, such changes will be published visibly on the CBR website and, whenever possible, will be informed to the data subject.

## **9. COOKIES**

Cookies are files or pieces of information that may be stored on your devices when you visit CBR's websites. Typically, a cookie contains the name of the originating website, its lifetime, and a randomly generated value.

CBR uses cookies to facilitate user experience and better tailor its websites to your interests and needs, as well as to compile information about the use of its websites and services, helping to improve their structure and content. Cookies can also be used to speed up your future activities and experiences on the websites. Cookies may be unauthorized, or if authorized, they can be removed using tools available depending on the browser used.




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<b>Types of cookies</b>	<b>What do they do?</b>
<b>Necessary</b>	These cookies help us understand how visitors interact with CBR websites by providing information about the areas visited, the time spent on the website, and any issues encountered, such as error messages.
<b>Functional</b>	These cookies allow CBR websites to remember your choices, providing a more personalized experience.
<b>Marketing</b>	These cookies are used to provide more relevant content that is of interest to Users. They can be used to deliver more targeted advertising to the User. They also allow the measurement of the effectiveness of a CBR advertising campaign. Furthermore, these cookies can be used to indicate to CBR's websites which websites the User has visited.

After the User consents to the use of cookies, when using CBR's electronic pages, a cookie will be stored on their device to remember this in the next session.

At any time, the User may revoke their consent to cookies, for which they must delete cookies from CBR's websites using their preferred browser settings. For more information on how to manage cookies in browsers, see:

- Internet Explorer:  
<https://support.microsoft.com/pt-br/help/17442/windows-internetexplorer-delete-manage-cookies>
- Mozilla Firefox:  
<https://support.mozilla.org/pt-BR/kb/ative-e-desative-os-cookies-queos-sites-usam>
- Google Chrome:  
<https://support.google.com/accounts/answer/61416?co=GENIE.Platform%3DDesktop&hl=pt-BR>

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- Safari:  
<https://support.apple.com/pt-br/guide/safari/sfri11471/mac>

Finally, we remind you that if the User does not accept some cookies from the CBR Pages, certain services may not function optimally.

## 10. CONTACT

**CBR is available to resolve any queries or requests from data subjects via the email address [antonio.junior@cbr.org.br](mailto:antonio.junior@cbr.org.br) or telephone +551133724544.**

## 11. JURISDICTION AND LEGISLATION

This Policy will be governed, interpreted and executed in accordance with the Laws of the Federative Republic of Brazil, especially Law No. 13,709/2018, regardless of the Laws of other states or Countries, with the User's place of residence being competent to resolve any doubts arising from this document.

Last updated: February 18, 2025