

## Definition of Personal Data



Identified

Natural Person



Identifiable

## Definition of Sensitive Data



Religious Convictions



Political Opinion



Racial or Ethnic Origin



Health



Genetic or Biometric Data



Sex Life



Trade union membership or affiliation to religious, philosophical or political organization

## Parties Involved in Data Processing



Data Subject



Data Controller



Data Processor



Brazilian Data Protection Authority (DPA)

## Principles



Free Access and Transparency



Necessity



Security and Prevention



Purpose and Adequacy



Data Quality



Non-discrimination



Liability and Accountability

## LGPD Scope



- Processing of data carried out in Brazil
- Supply of goods or services to Brazil
- Data collected in Brazil

## Rights of the Data Subject



Access



Information on refusal of Consent and its consequences



Withdraw consent



Confirm the existence of Data Processing



Rectification



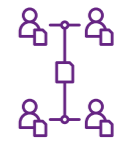
Erasure



Review of automated decisions



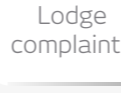
Shift of the burden of proof



Information on entities that Personal Data has been shared with



Portability



Lodge complaints



Restriction of Data Processing



Object Data Processing

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# Brazilian General Data Protection Law (LGPD)

## Lawful Basis for Personal Data Processing\*



\* The LGPD has specific provisions on:



(a) The processing of Sensitive Data



(b) Processing of child and adolescent Data

## Best Practices and Governance



Data Protection Officer (DPO)



Data Processing Records



Data Breach Policy



Privacy Impact Assessment



Privacy by Design



Privacy by Default



Cybersecurity



Sector-specific rules

## Enforcement and Penalties

Penalties can be applied cumulatively, per day and per offense, but always based on the severity and extent of the violation



Public disclosure



Warning Notice



Erasure or blocking of Data until remedies have been carried out



Suspension or total/partial prohibition of Data Processing



Fine of up to 2% of turnover of the infringing entity economic group in Brazil, capped at BRL 50 million per offense

## Data Breach

May affect confidentiality, integrity, or availability of Data

Notification in reasonable time period to:



Data Subject



DPA



Regulatory Agencies

## International Data Transfer



Seals or Certificates



Consent



Standard Contractual Clauses



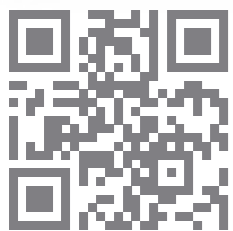
Transfer authorized by DPA



Binding Corporate Rules (BCRs) and Codes of Conduct



Transfer to countries that offer an adequate level of Data Protection



Guide to the Brazilian Data Protection Law

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