



Privacy Policy – MASTERCLASS

MASTERCLASS values transparency and respect for the personal data of customers who use our website. This Privacy Policy describes how we collect, use, store, and protect your information. By browsing our website or contacting us, you agree to the practices described below.

1. Data Collection

1.1. Data Provided by the User

We collect personal information when you:

- Fill out forms on our website;
- Request information about products, commercial terms, or availability;
- Contact us via email, phone, WhatsApp, or other channels;
- Participate in promotions, sweepstakes, or loyalty programs;
- Register to receive offers and updates.

This data may include:

- Full name;
- Email address;
- Phone number;
- Address;
- Purchase preferences;
- Information necessary for customer service, sales, or after-sales support.

1.2. Data Collected Automatically

While browsing the MASTERCLASS website, we may automatically collect:



- IP address;
- Browser type and device information;
- Pages visited and time spent on the website;
- Cookies and similar technologies used to improve the user experience.

2. Purpose of Data Use

MASTERCLASS uses the collected data to:

- Contact you regarding products, offers, and updates;
- Send personalized communications according to your profile and interests;
- Process requests and improve customer service;
- Optimize website experience and analyze browsing metrics;
- Personalize content, campaigns, and recommendations;
- Comply with legal or regulatory requirements.

3. Data Sharing

MASTERCLASS does not sell personal data. Information may only be shared with:

- Essential service providers (such as marketing tools, website hosting, logistics, or technical support providers);
- Partner companies involved in specific campaigns;
- Legal authorities, when required by law.

4. Use of Cookies

We use cookies to:

- Ensure the proper functioning of the website;
- Facilitate navigation and improve usability;



- Analyze website performance and understand user preferences.

5. Information Security

We adopt technical and organizational measures to protect your data against unauthorized access, loss, misuse, or improper alteration.

6. Data Retention

Data is stored for as long as necessary to provide services, comply with legal obligations, or maintain the customer relationship.

7. User Rights

You may request, at any time:

- Access to your personal data;
- Correction of incomplete or outdated data;
- Deletion of data, when applicable;
- Information about how your data is processed;
- Withdrawal of consent for marketing communications.

8. External Links

Our website may contain links to third-party websites. We are not responsible for the privacy practices of those websites.

9. Changes to This Policy

MASTERCLASS may update this Privacy Policy periodically. The most recent version will always be available on our website.