

## UOL BUSINESS PRACTICES GUIDE

### 1. Purchase of Advertising Space

#### 1.1. Price Chart

All of UOL's advertising format with its technical features and prices are available at the Price Chart, which is available at <https://www.uol.com.br/publicidade>. The prices charged will be the ones in force at the date when the advertisement is displayed. In the event of changes in prices between the research / submission of the proposal and display, the prices shall be adjusted accordingly.

#### 1.2. Insertion Order

The purchase of advertising space is ruled by a specific document, called Insertion Order, which is executed between UOL and the advertising agent or the advertiser. The Insertion Order must include all data related to the purchase made, such as the formats to be used, the period of display, the number of impressions, the places in the portal where the advertisements will be displayed, etc. The document must also include the information required for billing, such as Corporate Name, address and Corporate Taxpayers' Registry number (CNPJ) of the advertiser or the agency, as the case may be. If the parties decide to enter into an agreement instead of an Insertion Order, the conditions described herein are effective.

#### 1.3. Purchase Cannot Be Canceled

Researches, requests, proposals, pre-reservation and any other actions before the receipt of the Insertion Order do not ensure the availability of space or business conditions, which are only formalized upon the execution of the Insertion Order. With the purpose of properly planning the occupation of the advertising spaces and ensuring the display of the advertisements to the advertiser, all purchases formalized through the Insertion Order cannot be canceled. In the event of long-term purchase (for a period over three months), the Insertion Order must include the conditions for cancellation and applicable penalties (if applicable).

#### 1.4. Client Registration

All of UOL's clients must be pre-approved before they make their purchase. The approval of the client registration is made by UOL based on technical standards, and it may be revoked at any time. Clients who had their registration not approved may choose to make their payment in advance. Registration shall be made through UOL Advertisement department, via e-mail [publicidade@uol.com.br](mailto:publicidade@uol.com.br) or phone number: +55 11 3038 8200.

#### 1.5. Payment

The payment for the entire display must take place within 15 days of the following month when the advertisement was displayed. Delay in the payment of the amounts due shall result in the incidence of adjustment for inflation (ICPM-FGV), 1% interest and 2% fine.

### 2. Display of the Campaign

#### 2.1. Terms

The delivery of the Insertion Order and the advertising material shall be subject to UOL's terms, which are the following:



- Materials in gif, jpg or flash format: 24 hours before, except for displays on Saturdays, Sundays and Mondays, when the deadline is 6 pm of the previous Thursday.

- Other format of materials: 48 hours before, except for displays on Saturdays, Sundays and Mondays, when the deadline is 6 pm of the previous Wednesday

The terms mentioned above are applicable to materials who are within UOL's technical characteristics (read below). Advertisements outside the specifications will not be accepted. UOL does not ensure the display of campaigns outside the deadline, and if the material is only partially displayed or if it is not displayed due to the delay in delivering the material after the deadline, no indemnification will be owed to the advertiser.

## **2.2. Technical Characteristics**

When a UOL user researches a specific page, their computer loads both the editorial and business content. Therefore, an advertisement with technical issues may hinder the user experience and trigger a negative reaction to the portal and the advertiser. For that reason, UOL has specified technical characteristics for the advertisements displayed at the portal, in order to ensure the best browsing experience to its users. The advertisements' technical conditions - dimension, weight, duration, etc. - are available at <https://www.uol.com.br/publicidade>. At that same page, you can run tests to identify some of the most frequent issues found in the materials submitted.

Materials that do not meet UOL's technical characteristics will not be accepted. If the advertiser does not submit the material according to UOL's technical characteristics within the deadline for insertion and, for that reason, the advertisement is only partially displayed or not displayed at all, no indemnification will be owed to the advertiser.

## **2.3. Problems in the Display**

In the event of bugs in the display for any reason by UOL, the advertiser may require the insertion of the missing material at any time / location / format available, provided that with the same price, within 15 days.

## **2.4. Advertisement of Competing Companies**

In order to serve the largest portion of Internet users with various interests, UOL does not restrict advertisements of companies who compete against one another, which may appear side by side in a specific page or station in the portal. If the advertiser wishes to block advertisements of competing companies, they must reach the advertisement department and require a business proposal under those conditions. Projects related to sports or cultural events sponsorship and other special actions may anticipate the restriction of competitors, provided if that is specified in the project.

## **2.5. Use of UOL Trademarks**

The use of any UOL Trademarks, as well as the name and image by journalists and employees, must be authorized in writing by UOL and by the professional mentioned, as applicable. Otherwise, the use is not permitted.

# **3. Respect for the User**

## **3.1. Publishing independence**

UOL's editorial and advertisement departments are independent and have no subordination relationship. The editorial work is not subject to the interests, whether presumed or manifested, of

advertisers. UOL's editorial department does not produce paid content. UOL does not publish advertisement material without making that condition clear to the reader.

### **3.2. Explicit Advertisement**

Advertisements emulating UOL's materials, UOL's news stories, or editorial material of UOL's partners, which allows for the mistake between news story and editorial product with advertisement will be rejected by UOL. The use of typology, colors, and layout of content pages owned by UOL is considered a form of allowing for such mistake. UOL reserves its right to appoint and signal with the caption "advertisement" whenever, in its opinion, the information is required to establish the distinction between editorial material and advertisement. However, this measure does not allow for the advertisements to emulate editorial material.

In addition, the advertisements must not emulate browsing resources or procedures, such as dialog box, error messages, e-mail software messages and others, in a way to lead the user to mistake.

### **3.3. Emulation of facts**

Advertisements using actual facts to emulate other facts, using news stories or actual information to create fantastic content that may be construed as actual facts are not accepted by UOL.

### **3.4. Invasive Advertisement**

Advertisement displayed in UOL must not be invasive, subject to the rejection from the portal and the message of the advertiser. Some of the practices considered invasive are:

- a) the sound of the advertisement may only start by action of the user, and it may be interrupted at any time
- b) floating advertisements must not cover the headline, menus and other major browsing elements, and it must close automatically
- c) floating advertisements must have a static "close" button, which is visible to everyone, in order to facilitate the closing, if the user wishes to do so.
- d) video advertisement must not be hectic to the point of nuisance and making the reading difficult
- e) customization of advertisements and paid links must not invade the users' privacy
- f) UOL does not work with pop-up advertisements

All characteristics of UOL's advertisements can be found at <https://www.uol.com.br/publicidade>

### **3.5. Security and Privacy**

Advertisements must comply with UOL's security and privacy guidelines, which can be found at <https://sac.uol.com.br>, as well as UOL's rules of use, which are available at <https://regras.uol.com.br>. All data of the advertiser's campaign are confidential and protected by UOL.

## **4. Self-regulation**

### **4.1. Legislation and Self-regulation**

UOL complies with the norms of the Brazilian Advertising Self-Regulation Code, which was prepared and is executed by the National Advertising Self-Regulation Council, Conar. UOL also complies, as applicable, with the Standard Norms for Advertising Activities, as provided by the Standard Norms Executive Council, Cenp.

Certain types of products with prohibited or restricted display:

- alcoholic beverages - including beer, wine, coolers and others
- cigarettes
- firearms



- political advertisements
- medication, whether they require medical prescription or not
- lottery and gambling games

If you have any questions about restrictions of advertisements, send an e-mail to UOL's Advertising Department [publicidade@uol.com.br](mailto:publicidade@uol.com.br).

#### **4.2. Advertiser's liability**

The advertiser is solely liable, both civilly and criminally, for the advertisement content and the consequences of its disclosure, before third parties and in compliance with legislation in force and the Brazilian Advertising Self-Regulation Code, for which UOL must not be liable.

#### **4.3. Payment to Agencies**

UOL compensates the advertising agencies according to the guidelines of the Standard Norms Executive Council, Cenp.

#### **4.4. Announcement and Opinion**

Advertisements displayed as Announcement or advertisements solely expressing an opinion, without the offer of product or service, must be accompanied by a Liability Waiver executed by the person responsible for the advertisement. If the advertiser and the person or persons who execute the Liability Waiver are not the same, all parties must execute the instrument. A template of the document may be provided by UOL's Advertising Department.

### **5. General recommendations**

UOL reserves its right to not publish advertisements breaching the Brazilian law, the provisions of the Brazilian Advertising Self-Regulation, or advertisements outside its quality rules and standards. If you have any questions, send an e-mail to UOL's Advertising Department [publicidade@uol.com.br](mailto:publicidade@uol.com.br).

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