


| | | | |
|--|------------------------------|----------------|------------|
|  | POLITICS | Page | 1 / 4 |
| | | Revision | 0 |
| | RESPONSIBLE MARKETING POLICY | Date Prepared: | 07/26/2023 |
| | | POL.03.011 | |

1 GOAL

This policy outlines the guidelines and principles for marketing, communication and advertising, following YDUQS Code of Ethics and Conduct, which sets the internal rules aimed at maintaining a high standard of corporate governance

2 REFERENCE DOCUMENTS

- YDUQS Code of Ethics and Conduct
- Internal Policy on Personal Data Protection and Privacy

3 APPLICATION FIELD

This policy applies to all YDUQS employees.

4 NECESSARY RESOURCES

Not applicable.

5 DEFINITIONS AND ACRONYMS

Not applicable.

6 DESCRIPTION

This policy involves different communication channels, including voice, print materials, and digital channels, and when our marketing and advertising activities involve external partnerships, we seek to select partners whose policies, practices and values are aligned with ours.


6.1. CLARITY, RESPECT, AND ACCESS TO INFORMATION

We ensure our marketing and advertising communications are clear by providing as much information as possible about our products, services and conditions in each of the means and points of contact.

We always focus on our differentials, including them in our content and advertising. We do not compare our products and services with those of competitors. We maintain maximum respect for competitors, so our communications do not diminish them or put their attributes to the test.

| | | |
|---------------------------|----------------------------------|--|
| Prepared by: Renata Rudge | Technical Reviewer: Renata Rudge | Approved by: Eduardo Guedes da Conceição |
|---------------------------|----------------------------------|--|

Any printed version of this document is uncontrolled.

| | | | |
|--|-------------------------------------|-------------------|------------|
|  | POLITICS | Page | 2 / 4 |
| | | Revision | 0 |
| | RESPONSIBLE MARKETING POLICY | Date Prepared: | 07/26/2023 |
| | | POL.03.011 | |

We inform all our conditions so that people can fully understand them and make their decisions in the best possible way.

6.2. TRANSPARENCY, RELEVANCE, AND DIFFERENTIATION OF INFORMATION

We use clear language in our marketing communications to convey relevant information to our consumers. Our main objective is that they understand our services, differentials, prices, and conditions. We often use the same colloquial language as our target audience, but we always ensure that the message is clear so that our students and customers understand our products, services, offers, and conditions.

We make clear distinction between content and advertising material, including in case of sponsorships.

6.3. FOCUS ON THE TARGET AUDIENCE

We focus our communication on the target consumers of our services. That is, we do not adapt our communications for children.

6.4. INCLUSION

We are committed to promoting diversity.

That's why our communications are targeted to all types of people, encompassing all races, genders, and multiplicity of styles.

In this way, we are also reflecting the diversity of our own student base.

6.5. CONSUMER DATA PRIVACY

We make all efforts to comply with all applicable laws and regulations related to the markets where we carry out business so as to protect our student and customer data.

We observe and enforce our Internal Policy on Personal Data Protection and Privacy when collecting and processing data from students and customers.

We protect and safeguard these data, as well as comply with all applicable consumer protection regulations in force in Brazil.

| | | |
|---------------------------|----------------------------------|--|
| Prepared by: Renata Rudge | Technical Reviewer: Renata Rudge | Approved by: Eduardo Guedes da Conceição |
|---------------------------|----------------------------------|--|

Any printed version of this document is uncontrolled.

| | | | |
|-------|------------------------------|----------------|------------|
| YDUQS | POLITICS | Page | 3 / 4 |
| | | Revision | 0 |
| | RESPONSIBLE MARKETING POLICY | Date Prepared: | 07/26/2023 |
| | | POL.03.011 | |

6.6. POLICY AVAILABILITY

This Policy can be accessed by third parties on our corporate website. Our employees can also find this Policy in our repository of regulatory documents (*Sistema de Gestão de Processos - SGP*), at the following link: <https://estacio.sharepoint.com/sites/PortaldeDocumentosNormativos/SitePages/Home.aspx>.

6.7. UPDATES

We are committed to our students to keep our communication always up to date, in all means of communication we use.

We ensure that information is current on all proprietary media we operate and require our partners to do the same.

Likewise, we update this Policy from time to time to keep it relevant, effective and appropriate. Additionally, we may update this Policy whenever it is necessary, as determined by our Marketing Officer.

6.8. TRAINING, COMPLIANCE, AND REVIEW

All new members of our marketing and advertising teams are required to review and acknowledge to be aware of this Policy as part of their onboarding process.

We encourage everyone to report any marketing or advertising material that violates this Policy, using our open channel for this purpose. Our official reporting channel is <https://www.canalconfidencial.com.br/yduqs/>


All reports are forwarded to our Media and Marketing department. Our Marketing Officer is responsible for analyzing and taking appropriate measures, and the Marketing Officers reports directly to our Executive Officer. Our legal team is responsible for monitoring marketing's compliance with law and works closely with our marketing team.

7 REVISION CONTROL

REVISION CONTROL

| | | |
|---------------------------|----------------------------------|--|
| Prepared by: Renata Rudge | Technical Reviewer: Renata Rudge | Approved by: Eduardo Guedes da Conceição |
|---------------------------|----------------------------------|--|

Any printed version of this document is uncontrolled.

| | | | |
|--|------------------------------|----------------|------------|
|  | POLITICS | Page | 4 / 4 |
| | | Revision | 0 |
| | RESPONSIBLE MARKETING POLICY | Date Prepared: | 07/26/2023 |
| | | POL.03.011 | |

| REVISION NO. | DESCRIPTION OF UPDATED ITEMS |
|--------------|------------------------------|
| 00 | Not applicable |

8 EXHIBITS

Not applicable.

THIS DOCUMENT SUPERSEDES ALL PREVIOUS VERSIONS

| | | |
|---------------------------|----------------------------------|--|
| Prepared by: Renata Rudge | Technical Reviewer: Renata Rudge | Approved by: Eduardo Guedes da Conceição |
|---------------------------|----------------------------------|--|

Any printed version of this document is uncontrolled.