Privacy Policy – Senna Club

OneFan Instant Challenge

1. Data Controllers

This program is carried out by ONEFAN ATIVOS DIGITAIS S.A., registered under CNPJ No. 43.945.558/0001-52, with headquarters at Rua Cristiano Viana, No. 517, Cerqueira César, São Paulo, SP, ZIP Code 05411-000, hereinafter referred to as "ONEFAN", in partnership with Senna Brands, which, through the Instant Challenge platform, collects personal data for the purpose of providing its services ("Services"), as described in the Terms of Use ("Terms of Use").

Both entities are committed to preserving the privacy and security of users of our Services ("Users") in all processes involving the processing of personal data, in strict compliance with applicable laws and regulations, particularly Brazilian Federal Law No. 13,709/2018 (Brazilian General Data Protection Law – "LGPD").

Users are strongly encouraged to carefully read this Privacy Policy.

2. Purpose of Data Collection

The personal data provided by participants will be used exclusively to:

- Enable and manage participation in digital activations and sports experiences;
- Send communications related to activations, marketing campaigns, promotions, or personalized content;
- Conduct statistical and engagement analyses;
- Build and maintain the Senna Brands Global Fan Database;
- Comply with applicable legal and regulatory obligations.

3. Data Collected

When accessing the Instant Challenge platform, regardless of registration, certain data (including information about the browser used, device type, time spent on the platform, IP address, operating system, browser type, browser

language, time zone, local time, and geolocation) will be stored on servers used by ONEFAN.

These and other personal data collected from Users are necessary for their identification in the context of accessing and using the Services.

In order to provide its Services through Instant Challenge, ONEFAN will collect the following data:

- Full name;
- Full address;
- Date of birth;
- Gender;
- Mobile phone number;
- Email address;
- User ID;
- Device ID;
- Image;
- Operating system;
- Operating system version;
- Device brand and model.

Additionally, data necessary for the performance of the service agreement entered into with ONEFAN's client will be collected, without which the agreement cannot be fulfilled. Other categories of data may eventually be collected, provided there is a legal basis under the LGPD.

The User undertakes to provide only their own personal data and not the personal data of third parties.

Furthermore, ONEFAN will use the collected personal data for marketing and communication purposes, including the promotion of products, services, activities, campaigns, promotions, and events conducted by ONEFAN and Senna Brands, as well as user support communications, through email, SMS, and/or WhatsApp.

The User acknowledges that the information and Personal Data provided may be disclosed, in whole or in part, to comply with court orders and/or legal proceedings, as well as to investigate and/or take action regarding suspected

unlawful activity or violations of this Privacy Policy, the Terms of Use, or applicable laws.

If sensitive personal data (such as images, biometric data, or data relating to minors) is collected, Users will be informed beforehand and specific consent will be required.

4. Legal Basis for Processing

Personal data will be processed based on:

- The data subject's consent (Article 7, I, LGPD); and/or
- The performance of a contract (Article 7, V, LGPD),

as applicable.

Users may withdraw their consent at any time by submitting a request to the Data Protection Officer (DPO) at **dpo@sportheca.io**.

Withdrawal of consent does not affect the lawfulness of any processing carried out prior to such withdrawal.

5. Data Sharing

ONEFAN will share the collected personal data with Senna Brands for the following purposes:

- Building and maintaining the Senna Brands Global Fan Database;
- Fan engagement and behavior analysis;
- Personalized communications and product/experience offers;
- Market research and strategic analysis;
- Development of new products and services.

Such sharing is governed by a contractual agreement containing instructions and obligations regarding the protection of personal data.

Personal data will only be shared with additional third parties if:

- Expressly authorized by the User;
- Necessary for the performance of the Services;
- Required by court order;

- Required by law; or
- Permitted under applicable legislation.

No personal documents or information will be sold, and Users' personal information will not be individually disclosed to third parties except as provided herein or as required by law and judicial order.

Collected personal data may be transferred to other countries, including jurisdictions that do not provide the same level of protection as Brazilian data protection laws. In such cases, all necessary measures will be adopted to ensure compliance with the LGPD, including the execution of appropriate agreements, the use of standard contractual clauses approved by competent authorities, or other valid safeguards ensuring adequate protection of personal data.

Specific International Transfers

- **United States:** Data may be transferred to ONEFAN servers located in the U.S., in compliance with the LGPD and, where applicable, the CCPA.
- **Europe:** Data may be transferred to comply with the GDPR, where applicable in the future.
- **Brazil:** Primary data storage will occur in compliance with the LGPD.

6. Storage and Security

Information security is a fundamental commitment of ONEFAN. We implement robust measures to protect Users' personal data against unauthorized access, disclosure, alteration, and destruction, including encryption, security monitoring, periodic security testing, firewalls, and other industry-standard safeguards.

ONEFAN will never request passwords, credit card numbers, or cryptocurrency wallet addresses. Communications requesting such information may constitute phishing attempts. Users should not respond to such messages and should report them through our official support channels.

The information collected will be stored on ONEFAN's servers and/or on servers operated by third-party service providers engaged by ONEFAN, all of which adhere to strict confidentiality and security standards, including data encryption. However, Users acknowledge that, due to the nature and technical characteristics of the Internet, no security measure is entirely infallible, and data may be exposed to malicious activities beyond ONEFAN's reasonable control.

Such information may be used internally for operational and strategic purposes related to the administration of the Services, including, without limitation:

- Statistical analysis and studies;
- Traffic analysis;
- Service administration and management;
- Expansion and improvement of functionalities;
- Personalization and customization of the User experience.

ONEFAN may also retain reports generated through the Application, Website, or Platform for the purpose of improving and optimizing the Services provided.

Data Retention Period

Users' personal data will be retained for a period of three (3) years from their last interaction with the platform. After such period, the data will be deleted or anonymized, unless:

- The User requests its deletion before the end of such period;
- Retention is necessary to comply with legal or regulatory obligations;
- There is an ongoing judicial proceeding, investigation, or dispute;
- Another lawful basis under the LGPD or other applicable legislation justifies its retention, in which case the relevant legal retention periods shall apply.

When ONEFAN no longer needs to process the User’s information under this Privacy Policy, the Terms of Use, or applicable law, or upon a valid deletion request from the User, and provided there is no legal basis requiring continued retention, ONEFAN will delete or anonymize such information in accordance with applicable law.

7. User Rights and Responsibilities

The User represents and warrants that all information provided for the use of the Services is accurate, complete, current, and authentic, and undertakes to keep such information updated at all times.

ONEFAN shall not be liable for false, inaccurate, outdated, or incomplete information provided by Users and may, at its sole discretion, suspend and/or terminate a User’s registration at any time if any inaccuracy is identified.

In accordance with the LGPD, Users are entitled to the following rights:

- **(i) Transparency, Information and Access:** To obtain information regarding the processing of their personal data;
- **(ii) Rectification:** To correct inaccurate, incomplete, or outdated personal data;
- **(iii) Erasure:** To request deletion of personal data processed based on consent;
- **(iv) Anonymization, Blocking or Deletion:** Of unnecessary, excessive, or unlawfully processed data;
- **(v) Opt-Out from Communications:** To stop receiving direct marketing communications via email, SMS, or WhatsApp;
- **(vi) Withdrawal of Consent:** To revoke previously granted consent at any time;
- **(vii) Review of Automated Decisions:** To request review of decisions based solely on automated processing of personal data;
- **(viii) Data Portability:** To request the transfer of their personal data to another service provider or organization, where applicable.

To exercise any of the rights listed above, Users may contact the Data Protection Officer (DPO) at **dpo@sportheca.io**.

8. Registration and Acceptance of Terms and Conditions

Registration as a User for access to the Services constitutes full acceptance of all terms and conditions published by ONEFAN for the use of the Instant Challenge platform, including this Privacy Policy, as amended from time to time.

Once registered, Users may review and update their registration information at any time.

User registration also authorizes ONEFAN to generate reports regarding accessed data and make such reports available to the User, where applicable.

9. Advertising and Communications

ONEFAN and Senna Brands may send communications and advertising messages to Users through any available communication channel and

technology, including email, SMS, MMS, WhatsApp, direct mail, and other similar means.

All marketing emails will include an unsubscribe mechanism allowing Users to opt out of future communications. Such requests will be processed within the minimum period reasonably necessary to implement the opt-out.

Communications and notifications strictly related to the Services may not be unsubscribed from, as they are necessary to ensure the proper provision, operation, and administration of the Services.

10. Data Protection Officer (DPO)

A Data Controller is a natural or legal person, public authority, agency, or other body that, alone or jointly with others, determines the purposes and means of processing personal data.

For the purposes of the Services described herein, ONEFAN and Senna Brands act as joint controllers of Users' personal data.

If Users have any questions regarding this Privacy Policy or the processing of their personal data, they may contact our Data Protection Officer through the following email address: **dpo@sportheca.io**

The DPO is available to receive complaints, communications, requests, and inquiries from Users, as well as to provide guidance and take appropriate measures to ensure compliance with the LGPD, the CCPA, and other applicable privacy laws.

11. Updates to this Privacy Policy

ONEFAN reserves the right, at its sole discretion, to amend this Privacy Policy at any time, including by introducing new rules, conditions, or restrictions.

Any material changes will be communicated to Users through the following link:

https://www.myblox.app/67fb7d6146b24b7e9bf162be1d032b28/privacy-policy

Continued access to and/or use of the Services after any modification becomes effective shall constitute automatic acceptance of the updated Privacy Policy.

Effective Date: June, 3rd, 2026

Last Updated: June, 3rd, 2026

Terms of Use – Senna Club

OneFan Instant Challenge

1. Purpose

These Terms of Use govern the participation of users ("Participants") in the digital activations made available through the Instant Challenge platform, owned and operated by OneFan Ativos Digitais S.A., a private legal entity registered under CNPJ No. 43.945.558/0001-52, with headquarters at Rua Cristiano Viana, No. 517, Cerqueira César, São Paulo, SP, ZIP Code 05411-000 ("OneFan"), in partnership with Senna Brands ("Senna Brands").

By participating in Instant Challenge, the Participant acknowledges having read, understood, and fully accepted the terms and conditions set forth herein, as well as the accompanying Privacy Policy.

2. Definitions

For purposes of these Terms:

Instant Challenge: A digital activation platform developed and operated by OneFan, designed to promote interactive sports-related experiences, including challenges, quizzes, polls, registrations, and other promotional activities.

Participant: Any natural person who voluntarily interacts with the Instant Challenge platform.

Activations: Specific campaigns, promotions, or activities conducted by OneFan or its partners through the Instant Challenge platform.

Senna Brands: Joint Controller of the personal data collected for the purpose of building and maintaining the Global Fan Database.

3. Participation Requirements

3.1 Free and Voluntary Participation

Participation in Instant Challenge is free of charge and entirely voluntary.

3.2 Minimum Age Requirement

Participants must be at least eighteen (18) years of age.

3.3 Accuracy of Information

By registering to use the platform, the Participant agrees to provide accurate, complete, and up-to-date information and assumes full responsibility for the truthfulness of such information.

3.4 Required Information

To complete registration, the Participant must provide the following personal data:

- Full name;
- Email address;
- Telephone number;
- Nationality;
- Photograph;
- Date of birth;
- Gender;
- Full address (ZIP code, street, number, complement, state, city, and neighborhood).

4. Login Credentials

4.1 Access to the Platform

To access the Instant Challenge platform, Participants must use the username and password created during the registration process.

4.2 Responsibility

Login credentials are personal and non-transferable and must be kept confidential to prevent unauthorized access by third parties.

4.3 Security

If a Participant suspects unauthorized access to their account, they must immediately notify OneFan by email at **dpo@sportheca.io** or through the contact form available on the platform.

5. Intellectual Property

5.1 OneFan's Rights

All rights relating to Instant Challenge, including trademarks, logos, designs, interfaces, texts, images, software code, and any other content associated with the platform, are the exclusive property of OneFan or its licensors.

5.2 Restrictions

Participants are prohibited from reproducing, modifying, distributing, reverse engineering, publicly displaying, or commercially exploiting any element of Instant Challenge without OneFan’s prior written authorization.

5.3 Ownership and Use of Collected Data

OneFan and Senna Brands shall have equal rights and responsibilities regarding the processing of personal data collected through Instant Challenge and may use such data independently or jointly for legitimate business purposes related to their respective activities, including but not limited to:

- Building and managing databases;
- Engagement analysis;
- Personalized communications;
- Development of products, services, and experiences.

Each party shall be independently responsible for ensuring compliance with applicable data protection laws, implementing appropriate security measures, and responding to data subject requests within the scope of its activities.

6. Data Protection and Privacy

6.1 Secure Storage

All personal data provided during registration is stored in a secure cloud environment in accordance with the Privacy Policy, which forms an integral part of these Terms of Use.

6.2 Data Processing

Personal data collected during Instant Challenge activations shall be processed in accordance with the Privacy Policy available at:

[Privacy Policy URL]

6.3 Legal Compliance

Personal data processing shall comply with Brazilian Federal Law No. 13,709/2018 (LGPD) and shall be carried out exclusively for the purposes disclosed at the time of collection.

6.4 Purposes of Processing

Collected data may be used for the following purposes:

- Enabling participation in activations;
- Communicating results, prizes, and updates;
- Sending information related to sporting events and initiatives;
- Conducting aggregated and non-identifiable statistical and engagement analyses;
- Sending communications related to activations, marketing campaigns, promotions, and personalized content.

6.5 Security Measures

OneFan adopts organizational and technical measures to protect personal data against unauthorized disclosure, improper access, alteration, loss, destruction, or unlawful processing.

Such measures include personnel training, encryption, security monitoring, periodic security testing, firewalls, and other industry-standard safeguards.

OneFan shall not be liable for cyberattacks that could not reasonably have been prevented through commercially available security measures or for incidents resulting from the data subject’s own actions or negligence.

6.6 Consent

Participants acknowledge and agree to the use of their personal data as described in the Privacy Policy.

Consent is obtained through an explicit, freely given, informed, and unambiguous affirmative action, by means of an unchecked opt-in checkbox presented during registration.

7. OneFan's Liability

7.1 Commitment

OneFan shall use commercially reasonable efforts to ensure the integrity, security, and proper operation of activations conducted through Instant Challenge.

7.2 Limitation of Liability

OneFan shall not be liable for:

- Internet connectivity failures, network outages, or technical issues affecting the Participant's device;
- Unauthorized use of the platform by third parties;
- Damages resulting from inaccurate or incomplete information provided by the Participant.

7.3 Exclusion of Indirect Damages

Under no circumstances shall OneFan be liable for loss of profits, loss of opportunity, consequential damages, incidental damages, special damages, or indirect damages arising from participation in Instant Challenge.

8. Participant Rights and Obligations

8.1 Participant Obligations

In addition to any other obligations assumed under these Terms, the Participant agrees to:

- Keep login credentials confidential and not share them with third parties;
- Use Instant Challenge ethically and in compliance with applicable laws;
- Refrain from posting or submitting unlawful, offensive, defamatory, discriminatory, or infringing content;
- Respect the intellectual property rights of OneFan, Senna Brands, and their partners;
- Maintain accurate and up-to-date registration information.

8.2 Consequences of Non-Compliance

Failure to comply with any provision of these Terms may result in suspension or termination of the Participant's account, without prejudice to any additional legal remedies available to OneFan.

9. Amendments and Termination

9.1 Amendments

OneFan reserves the right to amend these Terms at any time by publishing an updated version at:

[Terms of Use URL]

9.2 Acceptance of Amendments

Continued participation in Instant Challenge following the publication of any amendment shall constitute acceptance of the revised Terms.

10. General Provisions

10.1 Effective Term

These Terms shall become effective upon publication and shall remain valid for as long as Instant Challenge activations are available.

10.2 Waiver

Failure by either party to enforce any provision of these Terms shall not constitute a waiver of any rights or obligations arising under these Terms or the Privacy Policy.

10.3 Severability

If any provision of these Terms is held to be invalid, illegal, or unenforceable, the remaining provisions shall remain in full force and effect.

10.4 Governing Law and Jurisdiction

These Terms shall be governed by and construed in accordance with the laws of the Federative Republic of Brazil.

Any dispute arising out of or relating to these Terms shall be exclusively submitted to the courts of the Central District of São Paulo, State of São Paulo, Brazil, and the parties hereby expressly waive any other jurisdiction that may otherwise apply.

10.5 Incorporation by Reference

The Privacy Policy is incorporated into and forms an integral and inseparable part of these Terms of Use by reference.

Effective Date: June, 3rd, 2026

Last Updated: June, 3rd, 2026