

# **DATA PRIVACY POLICY**

**HEED CAPITAL SGOIC. S.A.**

Table of contents

<b>I. Introduction .....</b>	<b>3</b>
<b>II. Definition of Personal Data .....</b>	<b>3</b>
<b>III. Definition of Personal Data Processing .....</b>	<b>3</b>
<b>IV. Data processed by Heed Capital .....</b>	<b>3</b>
<b>1. Data provided voluntarily by the User .....</b>	<b>4</b>
<b>2. Browsing data .....</b>	<b>4</b>
<b>3. Marketing and promotion .....</b>	<b>5</b>
<b>V. Purposes of processing .....</b>	<b>6</b>
<b>VI. Disclosure of Personal Data .....</b>	<b>7</b>
<b>VII. Rights of the data subject .....</b>	<b>8</b>
<b>VIII. Automated processing and profiling .....</b>	<b>9</b>
<b>IX. Period of data retention .....</b>	<b>9</b>
<b>X. Indirect Collection of Personal Data .....</b>	<b>10</b>
<b>XI. Data Protection Officer .....</b>	<b>10</b>
<b>XII. Exercise of Rights .....</b>	<b>10</b>
<b>XIII. Security measures .....</b>	<b>10</b>
<b>XIV. Changes to the privacy policy .....</b>	<b>11</b>

## I. Introduction

Within the scope of its activities, HEED CAPITAL, SGOIC, S.A. (hereafter referred to as "Heed Capital") collects personal data from its Clients or potential Clients. Heed Capital ensures that the processing of your personal data is done in accordance with the privacy protection rules emerging from Regulation (EU) 2016/679 ("GDPR") and other applicable national legislation, as well as in accordance with the confidentiality duties to which Heed Capital is subject under the General Regime of Collective Investment Entities (Law no. 16/2015).

This policy is of a general nature and the information contained herein may be supplemented and updated by other policies of a more specific nature in the context of the processing of certain types of personal data.

## II. Definition of Personal Data

Personal data is any information that relates to an **identified or identifiable living individual**. Different pieces of information, which collected together can lead to the identification of a particular person, also constitute personal data.

Personal data that has been de-identified, encrypted or **pseudonymised** but can be used to re-identify a person remains personal data and falls within the scope of the GDPR.

Personal data that has been rendered **anonymous** in such a way that the individual is not or no longer identifiable is no longer considered personal data. For data to be truly anonymised, the anonymisation must be irreversible.

The GDPR protects personal data **regardless of the technology used for processing that data** – this technology is neutral and applies to both automated and manual processing, provided the data is organised in accordance with pre-defined criteria (for example alphabetical order). It also doesn't matter how the data is stored – in an IT system, through video surveillance, or on paper; in all cases, personal data is subject to the protection requirements set out in the GDPR.

## III. Definition of Personal Data Processing

Processing of personal data covers a wide range of operations performed on personal data, by manual or automated means. It includes the **collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination** or otherwise making available, **comparison or interconnection, limitation, deletion or destruction** of personal data.

## IV. Data processed by Heed Capital

The personal data collected corresponds to the following data:

- a) Identification and contact details → Identification document number; Signature; Address; Telephone contact; Email address;

- b) Biographical data → Date of Birth; Sex; Nationality; Place of Birth; Marital Status; Household Information; Academic Qualifications; Professional Data;
- c) Financial data → Assets; Income; Liabilities in the Financial Sector; Salary;
- d) Segments and profiles → Commercial Segment; Investor Profile; Propensity to Acquire Financial Products;
- e) Utilisation of websites → Visits to the Heed Capital website, including information on IP address, geographical location and browser used.

### **1. Data provided voluntarily by the User**

On reading specific information, Users are free to provide their personal data via the website to access certain products and/or services freely chosen by them. On the basis of your consent, your personal data will be processed for the activation of the product and/or service freely chosen by you. The granting of the requested consent is optional and, in the absence of such consent, it will not be possible to proceed with the activations concerned. Users have the right to revoke consent previously given at any time.

Data processing will always be carried out:

- a) In full compliance with existing legislation, on the basis of the information provided and in a fair and transparent manner;
- b) In an accurate and up-to-date manner;
- c) Objectively: data will be stored only as long as necessary for the performance of the services covered by the contract.

### **2. Browsing data**

The computer systems used to operate this website collect, during its normal operation, some personal data from Users, the transmission of which is implicit in the use of internet communication protocols.

This information is not collected with the aim of identifying Users, but, due to its very nature, it may be possible, through links with data held by third parties, to identify Users.

This category of data includes IP addresses, browser type, operating system, domain name and website addresses from which access was made, information on pages visited by the Users within the website, access time, session duration, internal path analysis and other parameters related to the operating system and the environment of the User's device. This technical IT data is collected and used in an aggregated and anonymous form for the sole purpose of:

- a) Improving the quality of the service provided and optimising the functionalities of the website;
- b) Understanding User behaviour in order to improve our online communication;
- c) Collecting statistical information on the usage of the website.

This data can also be used for:

- a) Complying with the provisions of national regulations and communicate operational and credit risk monitoring obligations;
- b) Determining liability in the case of hypothetical computer crimes and for investigations in the event of any legal proceedings;

The provision of the data described above is necessary to browse the website, and a refusal to provide them implies the impossibility of carrying out such activities. The data provided will be processed for the time necessary to perform the operations described herein.

### **3. Marketing and promotion**

In addition, based on your consent, on the pages dedicated to the collection of your personal data, they will be processed for the following purposes:

- a) Receiving communications regarding various types of Heed Capital products. This includes: conventional and non-conventional marketing, telemarketing, advertising information, the sending of advertising material or the performance of market research, direct sales activities or interactive commercial communications on products and services, relating to any product already active at the time of subscription or possibly activated in the future;
- b) Receiving only those communications most relevant to their preferences and habits; this processing includes the analysis of personal data collected to evaluate and predict certain personal aspects, including professional activities, economic situation, personal preferences and interests, behaviour, location, to limit communications to only those products or promotions related on the basis of the analyses previously carried out. The granting of data is optional and the lack of consent to such processing compromises the performance of the communications described above. The user is reserved the right to revoke at any time the consent previously given. The data provided will be kept for twelve months after transfer and will subsequently be rendered anonymous or deleted;
- c) Receiving communications relating to products and services offered by other companies; this processing includes the communication of personal data to Heed Capital partner companies - including, but not limited to, third parties and/or other Heed Capital companies - for the purposes of traditional and non-

conventional marketing, telemarketing, commercial information, sending advertising material or conducting market research, direct sales activities or interactive commercial communications about products, services and other third party product-related activities. The granting of data is optional and the lack of consent to such processing compromises the performance of the activities described above. The User has the right to revoke the consent previously given at any time.

Such personal data may be collected in person, through (i) filling in forms and/or subscribing to products/services, (ii) digital platforms, (iii) website or (iv) telephone contact.

It is important to bear in mind that under the terms of the Anti-Money Laundering and Terrorist Financing Law, the collection and processing of the following identification data and respective proofs are conditional on the collection and processing:

- (i) photograph;
- (ii) full name;
- (iii) signature;
- (iv) date of birth;
- (v) nationality as shown on identity document
- (vi) type, number, expiry date and issuing body of identification document
- (vii) tax identification number or, when no tax identification number is available, the equivalent number issued by a competent foreign authority
- (viii) profession and employer, if any;
- (ix) full address of permanent residence and, when different, of tax domicile
- (x) Place of birth;
- (xi) other nationalities not mentioned in the identification document.

## **V. Purposes of processing**

Heed Capital will collect and process personal data of Clients and Potential Clients (or their representatives), guarantors or other parties or potential parties to the contract, for the following purposes and on the following legal grounds:

- a) Execution of contracts concluded or for performing pre-contractual diligences at the request of the holder;
- b) Accounting and financial reporting;
- c) Provision of information and responses to requests from Public Authorities;
- d) Legal obligations of withholding, payment or declarations for tax purposes;
- e) Prevention of money laundering and terrorist financing crimes;
- f) Prevention of fraud

- g) Provision of information to clients
- h) Customer segmentation
- i) Profiling
- j) Development of products and services
- k) Production of control and management information;
- l) Improving and monitoring quality of service;
- m) Operational risk management;
- n) Management of litigation processes;
- o) Use of cookies on the Heed Capital website.

Any of the purposes is based on the execution of a contract and contractual arrangements and/or the legitimate interest of the controller and/or compliance with a legal and regulatory obligation.

#### **VI. Disclosure of Personal Data**

Heed Capital may be required to disclose personal data or provide access to personal data to third parties for them to process on its behalf and on its behalf. In such cases, Heed Capital will adopt the necessary contractual measures to ensure that the processors respect and protect the personal data transmitted, as required by Regulation EU 2016/679 of the European Parliament and of the Council of 27 April 2016.

Personal data may also be transmitted to third parties - entities other than Heed Capital or the processors - such as, for example, companies with whom Heed Capital develops partnerships, in case the data subject has consented - or entities to whom the data must be disclosed by law, such as the tax authority.

Heed Capital will only transmit personal data to the following categories of recipients:

- a) Companies belonging to the same group, in particular when acting as service providers;
- b) Entities and authorities to whom the personal data must be disclosed by virtue of a legal obligation (such as, for example, the Securities and Exchange Commission, the Bank of Portugal, the Tax Authority, the Courts and Police Authorities);

- c) Subcontractors of Heed Capital (e.g., entities acting as depositories and placement entities)).

## VII. Rights of the data subject

Under the applicable law, data subjects are entitled to the following rights:

- a) Right to Information: It consists of the right of the Clients to be informed by Heed Capital, among other things, about the purpose of the data processing, to whom the data may be disclosed, what rights they have and under what conditions they may exercise them, as well as what data they are obliged to provide;
- b) Right of Access: It consists in the right of Clients to access their personal data provided by them, without restrictions, delay or excessive costs, as well as to know any information available on the origin of such data;
- c) Right of Rectification: This is the right of Clients to demand that their data is accurate and up-to-date, and to request that it be rectified by Heed Capital;
- d) Right of Elimination: (or "to be forgotten"), which is the right of Clients to demand the elimination of their personal data from the records of Heed Capital when the same are no longer used for the purposes for which they were collected, without prejudice, however, to the retention periods required by law;
- e) Right of Opposition: This consists of the right of the Clients to object, at their request and free of charge, to the processing of their personal data on grounds relating to their particular situation or for marketing purposes. Heed Capital shall no longer process the personal data in question, unless it has legitimate reasons for doing so and these override the interests of the data subjects.
- f) Right to Limitation of Processing: This consists of the right that Clients have, in certain circumstances, to ask Heed Capital to limit the processing of their data, in particular (i) when they contest the accuracy of their personal data, for a period that allows Heed Capital to verify its accuracy; (ii) where processing is unlawful and the Client objects to the deletion of the data and instead requests limitation of their use; or (iii) where Heed Capital no longer needs the Client's personal data for the purpose of processing but such data is required by the Client for the establishment, exercise or defence of legal claims;
- g) Right to Portability: The data subjects may request Heed Capital to deliver, in a structured, commonly used and machine-readable format, the personal data provided by them. They shall also have the right to request that Heed Capital passes on such data to another controller, provided that this is technically possible. This right to portability can only be exercised in cases where (i) the



processing is based on explicit consent or on the performance of a contract; (ii) the processing in question is carried out by automated means;

- h) **Right to complain to the CNPD:** This is the right to lodge, without prejudice to any other administrative or judicial remedy, a complaint with a supervisory authority, in particular in the Member State of his or her habitual residence, place of work or place of the alleged offence, if the data subject considers that the processing of personal data concerning him or her infringes the GDPR and other applicable national law. In Portugal the supervisory authority is the CNPD (Portuguese National Commission for Data Protection).
- i) **Right not to be subject to uniquely automated individual decisions:** Heed Capital shall not make decisions affecting the personal data subject on the basis of an exclusively automated procedure.

To exercise any of their rights, including to access their data or to request its rectification, erasure or to oppose its processing under the terms of the law, Clients should send an e-mail to [dadospessoais@heedcap.com](mailto:dadospessoais@heedcap.com) or send written communication addressed to Heed Capital, with head office in Rua Alexandre Herculano, n.º 25, 4.º andar, 1250-008 Lisboa.

The Client will be informed of the measures taken within one month of the request being made. This period may, however, be extended up to two months where necessary, taking into account the complexity of the request and the number of requests. In any case, you will always be informed of such an extension and the reasons for the delay within the initial deadline.

#### **VIII. Automated processing and profiling**

Heed Capital does not make automated individual decisions based on segmentation of personal data.

#### **IX. Period of data retention**

Heed Capital shall process and retain personal data for the aforementioned purposes only for the period of time that is necessary or required to fulfil those purposes, applying a retention policy for personal data appropriate to each processing, and in line with the legal and regulatory obligations to which it is subject.

After the expiration of the respective storage period, Heed Capital shall delete or anonymize the personal data whenever they are not to be kept for a different remaining purpose.

Heed Capital may keep personal data for periods longer than the duration of the contractual relationship, either based on your consent, or to ensure rights or duties related to the contract, or because it has legitimate interests that justify it, but always for the period strictly necessary to achieve the respective purposes and in accordance with the guidelines and decisions of the National Commission for Data Protection.

**1. If the purpose is related to contractual compliance** → The retention period will correspond to the duration of the contract. Heed Capital may keep the data for periods longer than the duration of the contractual relationship, based on the consent of the data subject.

**2. If the purpose is related to legal, fiscal or regulatory obligations** → The retention period shall correspond to the legal limitation and prescription periods associated with the legal, tax or regulatory obligations. For example, 7 years after the end of the contractual relationship, under the terms of the Prevention of Money Laundering and Terrorist Financing Act.

**3. If the purpose is related to the development and customisation of products and services** → The retention period may last up to one year after the end of the contractual relationship.

#### **X. Indirect Collection of Personal Data**

In specific circumstances, Heed Capital may collect personal data through third parties. In such cases, the entity concerned will provide the data subjects, at the first contact, with the necessary information regarding the protection and processing of their personal data.

#### **XI. Data Protection Officer**

For any clarification related to this Privacy Policy, the Client/User may contact Heed Capital's Data Protection Officer, through the following channels:

- a) Email: [dadospessoais@heedcap.com](mailto:dadospessoais@heedcap.com);
- b) Mail: Heed Capital, SGOIC, S.A, with head office in Rua Alexandre Herculano, n.º 10, 4.º andar, 1250-008 Lisboa;
- c) Clients may also, if they wish, lodge complaints or requests for information with the National Commission for Data Protection, which is the national supervisory authority for the purposes of the General Data Protection Regulation.

#### **XII. Exercise of Rights**

The exercise of rights by the data subject indicated shall be free of charge, unless the request is manifestly unfounded or excessive, in which case a reasonable fee may be charged in respect of the associated costs.

#### **XIII. Security measures**

Heed Capital shall undertake to adopt appropriate technical and organisational measures to protect data about which it is the controller against accidental or unlawful interference resulting in their unauthorised destruction, alteration, unauthorised disclosure or access and against all other unlawful forms of processing.

To this end, Heed Capital has a set of security technologies and procedures in place to protect the personal data of Users against unauthorised access, use or disclosure, such as, for example, the storage of personal data collected on computer systems with limited access and located in controlled facilities.

#### **XIV. Changes to the privacy policy**

Heed Capital reserves the right to make adjustments or changes to this Privacy Policy at any time and Heed Capital will duly publicise such changes.