



Privacy Policy

1. Introduction

We are committed to protecting and respecting your privacy. In this Privacy Notice, we explain what personal data we process, how we process this personal data and on what legal bases. This privacy notice also explains your rights under any applicable laws, including the EU General Data Protection Regulation and, where applicable, the Lei Geral de Proteção de Dados.

Personal data is any information by which a natural person can be identified, whether directly or indirectly ("Personal Data").

2. Data Controller

The data controller responsible for your Personal Data is:

Marcela Sperduti Correa - MZK Consulting
Email: hello@themzk.com

M S C CONSULTORIA DE NEGÓCIOS LTDA (MZK)
CNPJ: 62.887.722/0001-67

Registered office: Rua Osvaldo Ferraz, Vila Coragem, Guaxupé, MG, Brazil
Represented by: Marcela Sperduti Corrêa, Founder & Managing Partner

If you have any questions about this Privacy Policy or how your data is handled, you can contact us using the details above.

3. What Data We Collect

We are committed to protecting and respecting your privacy and intend to give you as much control as reasonably possible over your Personal Data.



Please note that, depending on how you choose to interact with the website, we may collect data (using cookies, trackers and tags) about how you use our website, for example, the website from which you have just accessed our site, the pages you check out and other actions taken on our Website.

In addition, we may collect and process:

- **Contact data** (name, email address)
- **Professional information** (if provided via forms or booking tools)
- **Technical data** (IP address, browser, device type)

We only collect data that is necessary for the purposes described in this Privacy Policy. Our website neither targets nor is intended for persons under the age of 18. Registration on our website is only available to persons aged 18 or over.

4. How Data Is Collected

Your data may be collected through:

- Contact or inquiry forms
- Newsletter subscriptions
- Booking/scheduling tools
- Cookies and analytics technologies
- Direct interaction with the website

5. How We Use Your Data



We may use your Personal Data for the following purposes:

- Respond to inquiries and communication requests
- Manage bookings and scheduled interactions
- Send newsletters or relevant updates (only with your consent)
- Understand how the website is used and improve performance
- Ensure security and proper functioning

We do not use your data for automated decision-making or profiling.

6. Legal Basis for Processing

Depending on how you choose to interact with us, we may process your Personal Data for different purposes and on different legal bases:

- **Consent** (e.g., newsletter, cookies)
- **Legitimate interest** (e.g., website improvement, communication)
- **Contractual necessity** (e.g., booking services)

You can withdraw your consent at any time (see Section 13 below). Please note that withdrawing your consent will not affect the lawfulness of processing based on the consent you gave prior to withdrawal.

You may contact us at hello@themzk.com for information on how we take your rights and freedoms into account when we process your Personal Data to pursue our legitimate interests.



7. Cookies and Tracking

We may use cookies and similar technologies to ensure proper website functionality, analyse traffic, and improve user experience.

Where required, cookies are only activated based on your preferences via the cookie banner. You can manage or withdraw your consent at any time.

8. Newsletter

If you subscribe to our newsletter, we may use your email address to send updates, insights, and communications.

You can unsubscribe at any time via the link included in each email.

9. Booking Tools

When scheduling a call or session:

- You may be asked to provide contact and contextual information
- This data is used solely to manage and prepare the interaction
- It is not used for unrelated purposes

10. Data Sharing

We do not sell your data. We may share your data with trusted third-party service providers only where necessary, including:



- Website hosting
- Analytics
- Newsletter delivery
- Scheduling tools

These providers process data in compliance with applicable data protection laws.

11. International Data Transfers

Some of our service providers may process data outside your country of residence. In such cases, appropriate safeguards are in place to ensure data protection standards are maintained.

12. Data Retention

We will retain your Personal Data for only such period as is necessary in connection with the relevant purpose for which we process them.

13. Your Rights

At any time, you have the right to:

- **Access**: you may contact us at any time to request access to your Personal Data, and we will confirm to you whether we are processing your Personal Data and for what purposes, as well as provide details of the categories of Personal Data concerned, the recipients of the Personal Data and the retention periods (on request, we can also provide you with a copy of your Personal Data).
- **Rectification**: if any of your Personal Data that we hold appears to be inaccurate or incomplete, you may ask us to correct or complete it at any time.



- **Restriction**: in certain circumstances, it may be possible to require us to limit the way in which we process your Personal Data
- **Object**: where we are processing your Personal Data to pursue our legitimate interests, you may object to this processing on grounds relating to your specific situation.
- **Portability**: you may ask us to send you your Personal Data in an electronic, structured, commonly-used and machine-readable format and have your Personal Data transmitted directly from us to another data controller, where technically feasible.
- **Withdraw your consent**: where you have given your consent to the processing of Personal Data, you may at any time decide to withdraw your consent. Withdrawal does not invalidate the consent-based processing that occurred prior to withdrawal.

Where we are processing your Personal Data without your consent to pursue our legitimate interests, you may object to this processing on grounds relating to your specific situation.

To exercise your rights or if you have any other queries, you can contact us by sending an e-mail to hello@themzk.com.

If you believe that we are processing your Personal Data in a way that infringes applicable data protection laws, you also have the right to lodge a complaint with the Data Protection Authority in the country of your usual residence, place of work or place of the alleged infringement.

14. Data Security

We take suitable security measures in place to help protect against the loss of, misuse of, unauthorized access to and alteration of your Personal Data.

15. Third-Party Links



This website may contain links to third-party websites. If you follow a link to any of these websites, please note that these websites have their own privacy policies. Please check these policies before you submit any personal data to these websites.

16. Changes to This Privacy Policy

This privacy notice was last updated on 13rd April 2026. If we decide to change it, we will post any changes on our Website so that you can become aware of the changes that we have made. We may modify this privacy notice, so we encourage you to review it from time to time.

17. Contact

For any questions or requests regarding this Privacy Policy, please contact: hello@themzk.com