

Code of Conduct and Ethics - Introduction

This Code of Conduct and Ethics establishes the principles and guidelines that guide the activities of our market research company and must be observed and adopted by all COLETIVO TSURU Employees.

We are committed to maintaining integrity, transparency, and confidentiality in all our operations, ensuring that our services meet the highest standards of quality and ethics.

Its purpose is to guide actions with the public with whom the company interacts, such as: co-workers and company directors, customers, suppliers, business partners, society, and government.

This Code of Ethical Conduct guides the personal and professional conduct of all Employees, regardless of their position or role, and reflects the commitments that COLETIVO TSURU assumes in the market in which it operates.

COLETIVO TSURU's Values

- We seek to understand the real objectives of our clients' requests in order to deliver results and generate insights that exceed their expectations.
- We comply with the ethical principles that guide Market Research and its relationships with respondents, clients, and suppliers.
- We respect the laws and values of the places and companies with which we work.
- We guarantee the security of all information from our clients, suppliers, and participants in our research, in accordance with the premises of the Brazilian General Data Protection Law (LGPD, in Brazilian Portuguese).
- Respect for human beings and the environment is a basic condition and will be a key element in each and every activity of COLETIVO TSURU.
- We are committed to fighting corruption by adopting good corporate governance

practices.

COLETIVO TSURU's Ethics Policy

Our Ethics Policy was developed based on what we value and practice. We cultivate solid and lasting relationships, which is why we have a responsible stance towards society, considering the following fundamental principles:

1. Human Relations, Inclusion and Diversity

Respect: We treat all individuals with dignity and respect, valuing diversity, and inclusion.

- All employees, suppliers and customers must be treated with courtesy and respect, regardless of race, gender, sexual orientation, religion, hierarchical position, etc.
- Everyone must be welcomed with different profiles and unique characteristics, with diversity as a tool for individual and work development.
- Attitudes that cause any type of embarrassment or that compromise the well-being of individuals, or the work environment are not accepted.

2. Compliance with laws and contracts

Responsibility: We comply with all laws, regulations, and standards applicable to our market research activities.

- Contracts with customers and suppliers must be mutually respected, faithfully reflecting what they propose.
- Contracts must be signed by the legitimate representatives of the companies with which we have a relationship.

The laws of Brazil or the country where we are operating must be respected, with the most restrictive laws always prevailing.

2. Anti-corruption and Conflict of Interest Principles

Honesty: “we do not pay or receive bribes.”

- International anti-corruption standards must be observed.
- No employee, supplier or agent may, under any circumstances, offer or

accept advantages or benefits, actively or passively, from any public or private sector agents.

- Anti-corruption policies for clients and suppliers are strictly observed.
- Private relationships with clients or suppliers must be reported to COLETIVO TSURU management.
- We work and present results in an impartial and independent manner.

2. Confidentiality and Integrity

Privacy: “We take care of information.”

Confidentiality: We strictly protect the privacy and data, including the personal data, of all customers, partners, and research participants.

Integrity: We act with honesty and fairness in all our activities, avoiding any form of deception or fraud.

- All employees or suppliers who have access to proprietary data of COLETIVO TSURU or COLETIVO TSURU customers must sign and fully comply with the Confidentiality Terms.
- The information is kept in a secure environment with restricted access.

2. Transparency

Truth: “We interact openly and frankly, always based on the truth.”

- We maintain open and honest communication with our clients, research participants and other stakeholders.
- The relationship with clients and suppliers is always guided by transparency and honesty.
- Each and every document must clearly and accurately express what is intended to be documented.
- All information or results presented must fully correspond to the truth and reality of the facts.
- Information provided to clients or authorities must be direct and clear, never in a dubious manner that allows for different interpretations.

Anyone who becomes aware of an illegal act or fraud, whether in a document, procedure, or verbal, must be immediately reported to COLETIVO TSURU management.

2. Free Competition

No privileges:

- We do not exchange commercial information with competitors or address topics that could be understood as harmful to free competition.

We do not provide privileged information to suppliers or customers, and we encourage healthy competition between them.

- **2. Professional Conduct - Compliance**
- **Accuracy and Honesty of Results:** We ensure that all information and data collected is accurate, unbiased, and presented in a clear and understandable manner.
- **Informed Consent:** We obtain explicit consent from our research participants before collecting any data, clearly informing them of the purposes and use of the information.
- **Legal Compliance:** We comply with all applicable laws and regulations, including those related to data protection and privacy.
- **Independence and Impartiality:** We maintain independence and impartiality in our analyses and conclusions.
- **Responsibility to Customers - Quality**
- **Quality Service Delivery:** We are committed to delivering high-quality services that meet our clients' expectations and needs, from research planning to delivery of results.
- **Clear and Transparent Communication:** We keep our clients informed about research progress, any challenges encountered, and the solutions implemented.
- **Confidentiality of Client Information:** We protect our clients' confidential information with the same rigor we apply to research participant data.

9. Training - Development

- **Training:** We make this code available to professionals to ensure that they are aware of and up to date with best practices and ethical standards in the area of market research.
- **Culture of Ethics:** We promote a culture of ethics and responsibility within the company, encouraging all professionals to follow the principles and guidelines established in this code.

10. Reporting Violations or Complaints - Access

- **Reporting Channel:** We provide a secure and confidential channel so that employees and third parties can report any violation of this code (dpo@coletivotsuru.com.br)

Impartial Investigations: All reports and complaints will be investigated impartially and rigorously, with due protection for complainants.

Conclusion

This Code of Conduct and Ethics is fundamental to our operation and success. We

expect all employees, partners, and stakeholders to practice these principles, contributing to the integrity and excellence of our market research company.