



# DISCLOSURE POLICY





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### **Objective**

Descrever as diretrizes aos parceiros comerciais da Dynamox.

### **Purpose:**

Our Advertising Policy gives instructions on the types of advertising content allowed by our partners and sales representatives.

### **Policy:**

- Dynamox does not authorize registration of its products on affiliate platforms, dropshipping or multilevel marketing.
- Dynamox does not authorize the registration of its products on the free market, olx, google shop or similar marketplace platforms.
- The purchase of the keyword or search term "Dynamox" for Google Adwords ads by our customers or partners is prohibited.
- It is prohibited to use Dynamox products with false promises or miraculous offers.
- Publications involving the Dynamox brand must not constitute, facilitate or promote illegal products, services or activities.
- - Publications involving the Dynamox brand may not discriminate or encourage discrimination against people based on personal attributes such as race, ethnicity, color, national origin, religion, age, sex, sexual orientation, gender identity, family status, disability, genetic or health condition.
- The publications involving the Dynamox brand must not present shocking, sensationalist, disrespectful or excessively violent content.
- Publications involving the Dynamox brand may not include content that infringes or violates the rights of third parties, including copyright, trademark, privacy, publicity, or other personal or proprietary rights.
- Publications involving the Dynamox brand must not feature content that exploits crises or controversial political or social issues for commercial purposes.

- Publications involving the Dynamox brand must not promote products or services designed to allow the author, consumer or third parties to engage in fraudulent or deceptive practices.
- Publications involving the Dynamox brand must not contain offensive language.
- Publications involving the Dynamox brand may not feature images with misleading, unexpected or improbable results. The content must not imply or attempt to generate a negative self-image for related products or technologies.
- Publications involving the Dynamox brand must not include misleading, false or deceptive claims, such as those relating to the effectiveness or characteristics of a product or claims setting unrealistic expectations for consumers, such as misleading statements.
- We suggest that you do not disclose any technical information that is not signalled within the manuals, datasheets and other Dynamox information. We ask for your full attention regarding the continuous update of our sensors, gateways and systems, avoiding replicating outdated information.
- It is expressly forbidden to use the logo, patents, positions and terms that can confuse consumers, trying to pass themselves off as employees or the brand itself, such as using terms like “Dynamox Salesman”, “Dynamox Consultant”, “Dynamox Account Executive”, among other positions that can be attributed.
- We suggest the use of the term “Reseller”, “Representative” or “Partner”. We also suggest that our partners use and work with their own name and brand, disassociating any terms that may generate any kind of contradiction.
- Complaints must be made through the [BeCompliance - Canal da Ética](#) link, structured to guarantee absolute confidentiality, protecting the anonymity of the complainant, and preserving the information so that a fair inquiry can take place.