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1. What are cookies?

Cookies are small text files stored on your device when you visit a website. They are used to make your browsing experience more efficient, personalized, and secure. On the BRQ website, we use cookies as detailed in this policy, always respecting your preferences and in compliance with the General Personal Data Protection Law (LGPD), the General Data Protection Regulation (GDPR), and ISO/IEC 27701.

2. How do we use cookies on our website?

When you visit our website for the first time, a notice (banner) will appear asking for your consent to the use of non-essential cookies. You can accept all cookies, reject non-essential ones, or customize your preferences. Only strictly necessary cookies are used without your consent, as they are essential for the website to function, as provided for in Article 7, IX of the LGPD and Article 6(1)(f) of the GDPR.


You can change or withdraw your consent at any time by clicking “Cookie Settings” at the bottom of the website.

3. Cookies Used on Our Website

The cookies used on the BRQ website comply with legal requirements and fall into the following categories:

- Necessary;
- Analytics / Performance;
- Advertising / Marketing;
- Marketing / Tracking.

Cookie	Tool/ Source	Category	Purpose	Duration	Legal Basis
cmplz_banner-status / cmplz_consented_services / cmplz_functional / cmplz_marketing / cmplz_policy_id / cmplz_preferences / cmplz_statistics	Complianz, cookie consent tool	Required	Store the user's consent preferences and control the display of the cookie banner on the website.	Up to 1 year	Legitimate Interest
pll_language	PolyLang / WordPress	Necessary	Store the user's language preference while browsing.	Up to 1 year	Legitimate Interest


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__cf_bm	Cloudflare, triggered by third-party resources loaded on the website	Necessary	To support protection against automated traffic and bots on third-party services used on the website, such as HubSpot and LinkedIn.	Approximately 30 minutes	Legitimate Interest
__hs_cookie_cat_pref	HubSpot	Necessary	Store cookie category preferences related to HubSpot features.	Up to 6 months	Legitimate Interest
__hssc / __hssrc / __hstc / hubspotutk	HubSpot	Analytics / Performance	Collect browsing metrics, identify sessions, and recognize visitors during interactions with HubSpot pages, forms, and resources.	Session to 6 months	Consent
__ga / __ga_*	Google Analytics	Analysis / Performance	Collect navigation and performance metrics, such as user identification, sessions, and interactions on the website.	Up to 2 years	Consent
__gcl_au	Google Ads / Google Tag	Marketing / tracking	Track interactions and conversions related to Google media campaigns and ads.	Up to 90 days	Consent
__clck / __clsk / MUID	Microsoft Clarity	Analytics / Performance	Collect browsing, session, and user behavior information to support website experience and usability analysis.	Session to 1 year	Consent
fs_uid	FullStory	Analysis / Performance	Identify browsing sessions and associate anonymous user interactions for digital experience analysis.	Up to 1 year	Consent
__guid / AnalyticsSynchHistory / bcookie / bscookie / li_gc / li_sugr / lidc / lms_ads / lms_analytics / UserMatchHistory / liap / lang	LinkedIn Ads / LinkedIn Insight Tag	Marketing / tracking	To support measurement, attribution, synchronization, personalization, and analysis of LinkedIn campaigns.	Session to 1 year	Consent
__fbp	Meta Pixel / Facebook	Marketing / Tracking	Identify user interactions related to Meta campaigns, supporting conversion measurement, media attribution, and ad personalization.	Up to 3 months	Consent

4. Third-Party Cookies

BRQ is firmly committed to protecting privacy and ensuring transparency in the use of cookies on our website. It is important to note that when you visit our website, you may encounter third-party cookies that are used to improve the user experience and provide specific services.

Although we make every effort to ensure the compliance and security of these cookies, we cannot directly

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control their settings or activities. We are committed to collaborating with trusted partners and adopting responsible practices regarding third-party cookies.

We work with trusted partners, such as Google, Facebook, LinkedIn, Microsoft, and Hotjar, who may install cookies on your device. Although BRQ does not directly control third-party cookies, we make efforts to ensure that these partners comply with data protection laws and best security practices.

5. Cookie Management

You can consent to the use of utility, analytics, and marketing cookies. Your consent is collected via the cookie banner displayed to you when you first access the website. Once you give your consent, a cookie will be stored on your device so that your preference is remembered for your next session.

You can revoke your consent at any time and in any way you prefer through your browser settings. For more information on how to manage cookies in your browser, please see the links below:


- Microsoft Edge
- Mozilla Firefox
- Google Chrome
- Safari
- Microsoft Edge

If you revoke your consent, cookies will be disabled and will no longer be used to collect information about your experience on the website. When you delete cookies from your browser, your account may be logged out of websites that recognize you, and any preferences you've saved on those sites may be deleted.

6. Rights of Data Subjects

You have the following rights regarding your personal data:

- Confirmation of the existence of processing;
- Access to data;
- Correction of incomplete, inaccurate, or outdated data;
- Anonymization, blocking, or deletion of unnecessary data or data processed in violation of

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regulations;

- Data portability;
- Withdrawal of consent;
- Objection to processing carried out on the basis of one of the legal grounds.

If you have any questions about any provision in this Cookie Policy or would like to make a request, please contact us.

Controller Information

Name: BRQ SOLUÇÕES EM INFORMÁTICA S.A.

Data Protection Officer Information

Name: B.M.I. CONSULTORIA EM SISTEMAS DE GESTAO S/S LTDA

Email: dpo@brq.com

Alternate Data Protection Officer

Name: B.M.I. CONSULTORIA EM SISTEMAS DE GESTAO S/S LTDA

Email: dpo@brq.com

7. Policy Update

This policy was updated on May 19, 2026. It may be modified at any time to ensure legal compliance and to improve our processes.