

Legal Terms

What's covered in these terms

We know it's tempting to skip these Terms of Service, but it's important to establish what you can expect from us as you use TAS services, and what we expect from you.

These Terms of Service reflect the way TAS's business works, the laws that apply to our company, and certain things we've always believed to be true. As a result, these Terms of Service help define TAS's relationship with you as you interact with our services. For example, these terms include the following topic headings:

- ▶ What you can expect from us, which describes how we provide and develop our services
- ▶ What we expect from you, which establishes certain rules for using our services
- ▶ Content in TAS services, which describes the intellectual property rights to the content you find in our services, whether that content belongs to you, TAS, or others
- ▶ In case of problems or disagreements, which describes other legal rights you have, and what to expect in case someone violates these terms
- ▶ Understanding these terms is important because, to use our services, you must accept these terms

Besides these terms, **we also publish a Privacy Policy**. Although it's not part of these terms, we encourage you to read it to better understand how you can update, manage, export, and delete your information.

Terms of Service

Service provider

TAS services are provided by, and you're contracting with:

TAS LLC organized under the laws of the State of Rio de Janeiro, Brazil, and operating under the laws of Brazil. Rua Real Grandeza 96, Botafogo, Rio de Janeiro 22281-034, Brazil.

Age requirements

If you're under the age required to manage your own TAS Account, you must have your parent or legal guardian's permission to use a TAS Account. Please have a parent or legal guardian read these terms with you.

If you're a parent or legal guardian, and you allow your child to use the services, then these terms apply to you and you're responsible for your child's activity on the services.

Some TAS services have additional age requirements as described in their service-specific additional terms and policies.

Your relationship with TAS

These terms help define the relationship between you and TAS. Broadly speaking, we give you permission to use our services if you agree to follow these terms, which reflect how TAS's business works and how we earn money. **When we speak of "TAS," "we," "us," and "our," we mean The Advertising Space Ltda. and its affiliates.**

What you can expect from us

We provide the useful service of brand marketing inspired in Google Adwords aiming to facilitate and help the search of Individuals, Small and Medium brands for the final customers of each brand exposed side by side with the Big ones through TAS website creating a community of Brands of any type by products or services categories provided.

Which also includes all the contents in TAS Website or TAS App that you can interact with.

Development, improvement, and update of TAS services

We're constantly developing new technologies and features to improve our services. For example, we use artificial intelligence and machine learning to provide you with simultaneous translations. As part of this continual improvement, we sometimes add or remove features and functionalities, increasing or decreasing limits to our services, and start offering new services or stop offering old ones, from time to time.

If we make material changes that negatively impact your use of our services or if we stop offering a service, we'll provide you with reasonable advance notice, **except in urgent situations such as preventing abuse, responding to legal requirements, or addressing security and operability issues.** We'll also provide you with an opportunity to export your content from your TAS Account, subject to applicable law and policies.

What we expect from you

The permission we give you to use our services continues as long as you comply with these terms and service-specific additional terms, which could, for example, include things like additional age requirements

We also make various policies, help centers, and other resources available to you to answer common questions and to set expectations about using our services. These resources include our Privacy Policy, Copyright Help Center, Safety Center, and other pages accessible from our policies site.

Although we give you permission to use our services, we retain any intellectual property rights we have in the services.

Respect others. We want to maintain a respectful environment for everyone, which means you must follow these basic rules of conduct:

- ▶ comply with applicable laws, including export control, sanctions, and human trafficking laws
- ▶ respect the rights of others, including privacy and intellectual property rights
- ▶ don't abuse or harm others or yourself (or threaten or encourage such abuse or harm) — for example, by misleading, defrauding, illegally impersonating, defaming, bullying, harassing, or stalking others
- ▶ don't abuse, harm, interfere with, or disrupt the services — for example, by accessing or using them in fraudulent or deceptive ways, introducing malware, or spamming, hacking, or bypassing our systems or protective measures. When we index the web to bring you search results, we respect standard usage restrictions that website owners specify in their websites' code, so we require the same when others use our services

Our service-specific additional terms and policies provide additional details about appropriate conduct that everyone using those services must follow. If you find that others aren't following these rules, many of our services allow you to report abuse. **If we act on a report of abuse, we also provide the process described in the Taking action in case of problems section.**

Permission to use your content

Some of our services are designed to let you upload, submit, store, send, receive, or share your content. You have no obligation to provide any content to our services and you're free to choose the content that you want to provide. If you choose to upload or share content, please make sure you have the necessary rights to do so and that the content is lawful.

License

Your content remains yours, which means that you retain any intellectual property rights that you have in your content. For example, you have intellectual property rights in the creative content you make, such as reviews you write. Or you may have the right to share someone else's creative content if they've given you, their permission.

We need your permission if your intellectual property rights restrict our use of your content. **You provide TAS with that permission through this license.**

What's covered

This license covers your content if that content is protected by intellectual property rights.

What's not covered

This license doesn't affect your privacy rights — it's only about your intellectual property rights

This license doesn't cover these types of content:

- ▶ publicly available factual information that you provide, such as corrections to the address of a local business. That information doesn't require a license because it's considered common knowledge that everyone's free to use.
- ▶ feedback that you offer, such as suggestions to improve our services. Feedback is covered in the Service-related communications section below.

Scope

This license is:

- ▶ worldwide, which means it's valid anywhere in the world
- ▶ non-exclusive, which means you can license your content to others
- ▶ royalty-free, which means there are no monetary fees for this license

Rights

This license allows TAS to:

- ▶ host, reproduce, distribute, communicate, and use your content — for example, to save your content on our systems and make it accessible from anywhere you go
- ▶ publish, publicly perform, or publicly display your content if you've made it visible to others
- ▶ modify and create derivative works based on your content, such as reformatting or translating it

sublicense these rights to:

- ▶ other users to allow the services to work as designed, such as enabling you to share photos with people you choose
- ▶ our contractors who've signed agreements with us that are consistent with these terms, only for the limited purposes described in the Purpose section below

Purpose

This license is for the limited purpose of:

- ▶ operating and improving the services, which means allowing the services to work as designed and creating new features and functionalities.
- ▶ developing new technologies and services for TAS consistent with these terms

Duration

This license lasts for as long as your content is protected by intellectual property rights.

If you remove from our services any content that's covered by this license, then our systems will stop making that content publicly available in a reasonable amount of time. There are two exceptions:

If you already shared your content with others before removing it. For example, if you shared a photo with a friend who then made a copy of it, or shared it again, then that photo may continue to appear in your friend's TAS Account even after you remove it from your TAS Account.

If you make your content available through other companies' services, it's possible that search engines, including TAS Search, will continue to find and display your content as part of their search results.

Using TAS services

Your TAS Account

If you meet these age requirements you can create a TAS Account for your convenience. Some services require that you have a TAS Account in order to work — for example, to use Gmail, you need a TAS Account so that you have a place to send and receive your email.

You're responsible for what you do with your TAS Account, including taking reasonable steps to keep your TAS Account secure, and we encourage you to regularly use the Security Checkup.

Using TAS services on behalf of an organization or business

Many organizations, such as businesses, non-profits, and schools, take advantage of our services. To use our services on behalf of an organization:

- ▶ an authorized representative of that organization must agree to these terms
- ▶ your organization's administrator may assign a TAS Account to you. That administrator might require you to follow additional rules and may be able to access or disable your TAS Account.

Service-related communications

To provide you with our services, we sometimes send you service announcements and other information. To learn more about how we communicate with you, see TAS's Privacy Policy.

If you choose to give us feedback, such as suggestions to improve our services, we may act on your feedback without obligation to you.

Content in TAS services

Your content

Some of our services give you the opportunity to make your content publicly available — for example, you might post a product or restaurant review that you wrote, or you might upload a blog post that you created.

See the Permission to use your content section for more about your rights in your content, and how your content is used in our services

See the Removing your content section to learn why and how we might remove user-generated content from our services

If you think someone is infringing your intellectual property rights, you can send us notice of the infringement and we'll take appropriate action. For example, we suspend or close the TAS Accounts of repeat copyright infringers as described in our Copyright Help Center.

TAS content

Some of our services include content that belongs to TAS — for example, many of the visual illustrations you see in TAS Website or TAS App. You may use TAS's content as allowed by these terms and any service-specific additional terms, but **we retain any intellectual property rights that we have in our content, unless it is one of our clients managing their own brands**. Don't remove, obscure, or alter any of our branding, logos, or legal notices. **If you want to use our branding or logos, please see the TAS Brand Permissions page and you must be a subscriber of one of the TAS plans.**

Other content

Finally, some of our services give you access to content that belongs to other people or organizations — for example, a store owner's description of their own business, or a newspaper article displayed in TAS News. You may not use this content without that person or organization's permission, or as otherwise allowed by law. The views expressed in other people or organizations' content are theirs, and don't necessarily reflect TAS's views.

In case of problems or disagreements

Both the law and these terms give you the right to (1) a certain quality of service, and (2) ways to fix problems if things go wrong.

Warranty

We provide our services using reasonable skill and care. If we don't meet the quality level described in this warranty, you agree to tell us, and we'll work with you to try to resolve the issue.

Disclaimers

The only commitments we make about our services (including the content in the services, the specific functions of our services, or their reliability, availability, or ability to meet your needs) are provided in (1) the Warranty section; (2) the service-specific additional terms; and (3) laws that can't be limited by these terms.

Liabilities

For all users:

Both the law and these terms try to strike a balance as to what you or TAS can claim from the other in case of problems. That's why the law allows us to limit certain liabilities — but not others — under these terms.

These terms only limit our responsibilities as allowed by applicable law. These terms don't limit liability for fraud, fraudulent misrepresentation, or death or personal injury caused by negligence or willful misconduct.

Other than the liabilities described above, TAS is liable only for its breaches of these terms or applicable service-specific additional terms, subject to applicable law.

For business users and organizations only

If you're a business user or organization:

To the extent allowed by applicable law, you'll indemnify TAS and its directors, officers, employees, and contractors for any third-party legal proceedings (including actions by government authorities) arising out of or relating to your unlawful use of the services or violation of these terms or service-specific additional terms. This indemnity covers any liability or expense arising from claims, losses, damages, judgments, fines, litigation costs, and legal fees.

If you're legally exempt from certain responsibilities, including indemnification, then those responsibilities don't apply to you under these terms. For example, the United Nations enjoys certain immunities from legal obligations and these terms don't override those immunities.

TAS won't be responsible for the following liabilities:

- ▶ loss of profits, revenues, business opportunities, goodwill, or anticipated savings
- ▶ indirect or consequential loss
- ▶ punitive damages

TAS's total liability arising out of or relating to these terms is limited to the greater of (1) US\$500 or (2) 125% of the fees that you paid to use the relevant services in the 12 months before the breach

Acting in case of problems

Before acting as described below, we'll provide you with advance notice when reasonably possible, describe the reason for our action, and give you an opportunity to fix the problem, unless we reasonably believe that doing so would:

- ▶ cause harm or liability to a user, third party, or TAS
- ▶ violate the law or a legal enforcement authority's order
- ▶ compromise an investigation
- ▶ compromise the operation, integrity, or security of our services

Removing your content

If we reasonably believe that any of your content (1) breaches these terms, service-specific additional terms, or policies, (2) violates applicable law, or (3) could harm our users, third parties, or TAS, then we reserve the right to take down some or all of that content in accordance with applicable law. Examples include child pornography, content that facilitates human trafficking or harassment, terrorist content, and content that infringes someone else's intellectual property rights.

Suspending or terminating your access to TAS services

TAS reserves the right to suspend or terminate your access to the services or delete your TAS Account if any of these things happen:

- ▶ you materially or repeatedly breach these terms, service-specific additional terms, or policies
- ▶ we're required to do so to comply with a legal requirement or a court order
- ▶ we reasonably believe that your conduct causes harm or liability to a user, third party, or TAS — for example, by hacking, phishing, harassing, spamming, misleading others, or scraping content that doesn't belong to you

For more information about why we disable accounts and what happens when we do, see this Help Center page. If you believe your TAS Account has been suspended or terminated in error, you can appeal.

Of course, you're always free to stop using our services at any time. If you do stop using the service, we'd appreciate knowing why so that we can continue improving our services.

Handling requests for your data

Respect for the privacy and security of your data underpins our approach to responding to data disclosure requests. When we receive data disclosure requests, our team reviews them to make sure they satisfy legal requirements and TAS's data disclosure policies. TAS LLC accesses and discloses data, including communications, in accordance with the laws of Brazil or the United States. For more information about the data disclosure requests that TAS receives worldwide, and how we respond to such requests, see our Transparency Report and Privacy Policy.

Settling disputes, governing law, and courts

For information about how to contact TAS, please visit our contact page.

Brazilian law will govern all disputes arising out of or relating to these terms, service-specific additional terms, or any related services, regardless of conflict of laws rules. These disputes will be resolved exclusively in the federal or state courts of Rio de Janeiro, Rio de Janeiro, Brazil, and you and TAS consent to personal jurisdiction in those courts.

To the extent that applicable local law prevents certain disputes from being resolved in a Brazilian court, then you can file those disputes in your local courts. Likewise, if applicable local law prevents your local court from applying Brazilian law to resolve these disputes, then these disputes will be governed by the applicable local laws of your country, state, or other place of residence.

About these terms

By law, you have certain rights that can't be limited by a contract like these terms of service. These terms are in no way intended to restrict those rights.

These terms describe the relationship between you and TAS. They don't create any legal rights for other people or organizations, even if others benefit from that relationship under these terms.

We want to make these terms easy to understand, so we've used examples from our services. But not all services mentioned may be available in your country.

If these terms conflict with the service-specific additional terms, the additional terms will govern that service.

If it turns out that a particular term is not valid or enforceable, this will not affect any other terms.

If you don't follow these terms or the service-specific additional terms, and we don't act right away, that doesn't mean we're giving up any rights that we may have, such as taking action in the future.

We may update these terms and service-specific additional terms (1) to reflect changes in our services or how we do business — for example, when we add new services, features, technologies, pricing, or benefits (or remove old ones), (2) for legal, regulatory, or security reasons, or (3) to prevent abuse or harm.

If we materially change these terms or service-specific additional terms, we'll provide you with reasonable advance notice and the opportunity to review the changes, except (1) when we launch a new service or feature, or (2) in urgent situations, such as preventing ongoing abuse or responding to legal requirements. If you don't agree to the new terms, you should remove your content and stop using the services. You can also send your relationship with us at any time by closing your TAS Account.