Av. Nações Unidas. Nº 14,401
Torre Jequitibá
São Paulo - SP
CEP 04730-090
www.mbrf.com

Privacy Policy

MBRF recognizes the importance of protecting the privacy of its visitors. This notice includes information about how we collect and use the personal data of our visitors when they access our institutional websites.

MBRF and other entities in its group have other websites and portals dedicated to specific brands, products, services, promotions, campaigns, or purposes. These websites and portals may collect, process, and share information differently as a result of their respective functions and, if applicable, different privacy policies will be provided on each of them describing their practices.

MBRF will never sell your data. MBRF may allow third parties to access your data, as described herein.

Who are we?

MBRF (business name BRF S.A.) is a Brazilian company with offices in the city of São Paulo, State of São Paulo, located at Avenida das Nações Unidas, 14,401, Jequitibá Tower, CEP 04794-000. It is registered with the CNPJ/MF under number 01.838.723/0001-27.

The trademarks "MBRF," "BRF," "MARFRIG," and others related to the products and services mentioned on our website are registered or pending trademarks of MBRF or its subsidiaries.

What data do we collect?

We collect technical data about your access to our website – date and time of access, device type and model, browser type and version, and browser language.

We also obtain your personal and contact details and communicate with you through fields filled in by the user on the website – name, email, phone numbers, address, date of birth, CPF/CPNJ (applicable only to Brazil) and how you would like to be addressed, as well as subject, message, and attachments in case of communications with us through our channels.

In addition to this information, our website also collects information about your browsing behavior on the website through cookies (see below).

How do we collect your data?

Your personal data and contact information are collected only when you contact us through the website and other available communication channels.

Other information, especially the technical data mentioned above, is collected automatically by simply accessing and browsing our website, including through cookies (see below).

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For what purposes do we use your data?

We collect your personal data and contact information for the purpose of responding to your contact with us and communicating with you about your requests and inquiries. This data will be kept with us for as long as necessary to fulfill this purpose.

In addition, we store your IP numbers, which identify your devices on the Internet, along with the date, time, and duration of your access, for 6 months from collection, as required by the Brazilian Civil Rights Framework for the Internet (Law No. 12,965/2014).

Finally, we collect information through cookies for the purposes described in our privacy preferences center, accessible when you visit our website for the first time or at any time in the lower left corner of your browser.

What cookies are used?

When you access our website, your computer receives our own and third-party cookies, i.e., text files through which certain information is automatically collected and stored by us and the companies we work with.

A complete list of cookies can be accessed in our privacy preferences center, accessible when you first visit our website or at any time in the lower left corner of your browser. Except for strictly necessary cookies, which are required for our website to function, you can choose which cookies you allow.

Your browser can also be configured to refuse to receive cookies and has functions to remove them at any time. Check the options and tools available in the respective menu.

On what legal basis do we process your data?

We use your personal data on the following bases:

Your consent given for processing for specific purposes;

The legitimate interests of MBRF;

Compliance with certain legal and regulatory obligations of MBRF.

How do we store your data?

Your data will be secure on our website's cloud servers, operated by companies located in Brazil, and may be stored on servers in the US and Brazil.

We take the necessary precautions to prevent the loss and leakage of your data and to control access to the information we have about you, using technical and organizational measures appropriate to the information we process.

How long do we store your data?

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MBRF will retain your personal data only for as long as necessary to fulfill the purposes that justified its processing, including to meet any legal, accounting, or reporting requirements, in accordance with the provisions of the law. Normally, in these cases, the retention period will be 6 months after the purpose of the processing has been fulfilled.

When the law does not establish specific retention periods, MBRF will determine them taking into account the amount, nature, and sensitivity of the personal data, the potential risk of harm from its unauthorized use or disclosure, the purposes for which it is processed, and whether MBRF can achieve those purposes by other means.

In addition, your data will be stored beyond the fulfillment of its purpose, if necessary, for the establishment, exercise, or defense of legal claims.

Who else has access to your data?

In addition to MBRF and its subsidiaries, to the extent necessary to achieve the specific purposes of our website listed above, the following companies may have access to your data when you browse our website:

Advertising and digital solutions companies that operate and manage our website under our instructions.

Customer relationship management platforms through which we manage interaction with our users.

Third-party cookie providers for website usage analysis, as described in the specific topic of this notice.

Third-party companies that provide special features to our website through their own applications, such as the Essential Accessibility accessibility application and the transparency channel operated by TICS, may collect and use personal data in accordance with their own privacy policies. We recommend that you review the privacy policies provided on the pages intended for the use of these features.

What are my rights regarding the collection and use of my data?

MBRF and its subsidiaries guarantee the following rights to users regarding the collection and use of data through our website:

Right to withdraw consent	Whenever we process your personal data based on your consent, you have the right to withdraw your consent at any time. However, this does not affect the legality of the processing up to the point of withdrawal.
Right of access	You have the right to request and obtain information about the categories of personal data we process in relation to

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	you, the purposes of processing, the storage period, and the recipients of such data, and, if we have not obtained the data directly from you, any available information about the source.
Right to rectification and erasure	If we process data relating to you that is inaccurate or incomplete, you have the right to request that this data be rectified or completed. You may also have the right to request that data relating to you be deleted where permitted by applicable laws, such as when you withdraw consent or when your personal data has been processed unlawfully.
Right to restrict processing	If it is unclear whether the data processed about you is incorrect or incomplete, or whether it is or has been processed unlawfully, you have the right to request that the processing of your data be restricted until this issue is clarified.
Right to object	Even if the data related to you is correct and complete and is processed by us lawfully, you may have the right to object to the processing of that data for reasons related to your specific situation. This right only applies when the processing of your data is based on the performance of a task carried out in the public interest or on legitimate interests pursued by us or by a third party and in the circumstances set out by applicable law.
Right to data portability	When we process personal data that you have provided to us, you have the right to receive this data in a machine-readable format. You may also instruct us to transmit this data directly to a third party of your choice, provided that this is technically feasible. This right only applies if the processing is based on your consent or on the performance of a contract with you and the processing is carried out by automated means.
Right to lodge a complaint	Although we make every effort to ensure the security and integrity of your personal data, differences of opinion may still arise about how we use your data. If you believe that we are using your data unlawfully, you have the right to lodge a complaint with your local supervisory authority. However, we ask that you contact us directly in this case so that we can resolve your concerns amicably.

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If you choose to exercise your rights, we will respond in accordance with and to the extent required by our legal obligations. When you are given the option to share your personal data with us, you can always choose not to do so. If you object to the processing of your personal data, MBRF will respect that choice in accordance with its legal obligations. This may mean, however, that we are unable to take the necessary actions to achieve the processing purposes described above.

If you are located outside Brazil, your rights under applicable local law may vary, but MBRF will apply the standards applicable to you if they go beyond those set forth in this policy.

How can our privacy practices be changed?

Our privacy and data protection policies and practices are constantly reviewed and updated to meet the highest national and international standards and may be changed at any time. Our privacy notices will be updated to reflect such changes and the latest versions will be published on this page.

This policy was last updated on October 3, 2025.

How to contact us?

If you have any questions about our privacy policy or your rights under the data protection laws applicable to you, as well as about the data we hold about you or any other request or complaint about your privacy or your rights related to this website, please contact the person in charge of personal data processing at MBRF through the following channels:

privacidade@brf.com (Brazil only)

gdpr@brf.com (EU/EEA only)

privacy@brf.com (other countries)

Specifically for Brazil, your rights can also be exercised by contacting our customer service channel below.

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Contact us → Customer Service → Fill out the form to send us a message → Subject "LGPD Request." The Personal Data Officer for Brazil is Antônio Godoy, who can be contacted by email atprivacidade@brf.com .

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