

## Black Friday – Dia 25 a partir das 19h até 28

SAINT-GOBAIN DISTRIBUIÇÃO BRASIL LTDA, empresa com sede na Cidade de São Paulo, Estado de São Paulo, na Avenida Presidente Castelo Branco, 6201, inscrita no CNPJ/MF sob o nº 03.840.986/0010-97, doravante denominada simplesmente Telhanorte, com base no presente Regulamento, institui o Regulamento da Campanha “Telha Friday 2021”, indicado como Campanha “Telha Friday 2021”, conforme os termos, cláusulas e condições a seguir estipulados.

A Campanha “Telha Friday 2021” não emprega qualquer modalidade de sorte ou de concurso, não estando sujeito, portanto, à obtenção prévia do Certificado de Autorização previsto na legislação de distribuição gratuita de prêmios à título de propaganda, para a sua realização.

### 1. OBJETIVO

1.1. O objetivo da campanha denominada “Telha Friday 2021” é de caráter exclusivamente promocional e tem o único objetivo de oferecer 10% de desconto em todos os produtos do site com exceção dos itens denominados “sensíveis”. A promoção também inclui Frete Grátis em compras acima de R\$ 99, para São Paulo capital e Grande São Paulo.

1.2 Os itens sensíveis são aqueles que não entram desconto. Esses produtos estão sem o selo “Telha Friday”. São eles encontrados no site com os seguintes códigos:

547140,547158,547166,402052,884022,643165,590940,590959,590967,590975,590983,590991,591009,263915,636487,636533,636541,577707,333590,333654,333727,99732,63347,196037,99384,99392,99430,99449,99643,99651,99678,2917,2941,3492,3506,3590,833,949,1082,1325,1422,1473,1538,1546,1589,1830,1872,1880,1899,1910,1929,1937,1945,1953,1961,1970,2003,2038,14893,15954,22519,22594,23701,24481,24821,24970,25542,27073,46035,48380,49220,49760,50296,50300,50873,65951,100153,101290,125776,125784,125822,125830,125857,125873,127914,127922,127930,141801,159387,159395,168548,170194,170208,170232,170240,170259,170267,170275,178497,178527,178551,191124,219479,219487,219533,246310,271896,290343,330167,337153,528170,538043,588008,620300,620327,620424,620432,620440,620459,620467,631906,631930,632155,675032,701033,710628,862525,908010,908134,908487,910520,995070,995711,187216,187240,207756,207764,747505,51462,51586,51632,51721,442194,444316,51993,480703,483320,506230,539171,355615,650951,651036,48208,713511,714046,714348,714666,743160,747491,773174,2046,773166,780146,99481,789160,272949,2062,1759,186481,800856,400130,811807,812080,99422,826448,826545,826570,826588,319040,319775,830950,834467,426229,426350,427438,427446,852805,875236,780138,698652,22888,24473,1465,119695,852988,843814,827193,119709,632147,436682,437379,493023,493082,493090,493139,505870,506265,506273,506974,506990,507105,572861,889881,914576,914614,918369,506249,507121,656445,659061,657760,657840,657786,51624,1030416,1030100,1024327,1024289,1024286,253723,252875,254657,255874,255955,255963,256030,257613,257214,253499,255360,256013,255920,255408,255882,254541,254738,255319,257010,255912,255866,312029,312142,361224,361267,397954,469750,298182,506290,527564,530778,530620,585610,585556,594962,595187,576751,576760,576778,576808,576867,576883,577090,577065,603716,632970,633011,707520,711667,701874,715298,720950,721662,721670,723940,731790,747939,747750,755400,764922,770523,763004,770515,764876,790150,814601,

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1.3 Os itens com desconto (todos do site, com exceção dos itens sensíveis) estarão com o selo “Telha Friday”.

## 2. CADASTRO E ELEGIBILIDADE

2.1. A participação na campanha, “Telhanorte 2021” da TELHANORTE é destinada às pessoas físicas, com idade igual ou superior a 18 (dezoito) anos completos no ato da compra e às pessoas jurídicas, ambas domiciliadas e localizadas no território nacional e que tenham cadastro ativo e válido em uma das lojas da rede TELHANORTE durante o período de vigência disposto no item 3 deste Regulamento.

2.2. Para ser elegível a campanha, o participante deverá identificar-se no momento da compra, informando seu nº de CPF ou CNPJ cadastrados na loja, com documento original comprobatório.

## 3. UNIDADES PARTICIPANTES

Participam desta modalidade de campanha somente o E-commerce ([www.telhanorte.com.br](http://www.telhanorte.com.br)).

## 4. DA VIGÊNCIA

4.1. A campanha terá início em 25/11/2021 às 19h e encerramento em 29/11/2021 às 23:59, para a marca Telhanorte somente no site ([www.telhanorte.com.br](http://www.telhanorte.com.br)).

## 5. DA LEI DE PROTEÇÃO DE DADOS

5.1. Ao participar desta Ação, nos termos deste Regulamento, o Participante estará automaticamente:

a) Autorizando, reconhecendo e aceitando que os dados pessoais e demais informações que porventura lhe sejam solicitadas poderão ser armazenados e utilizados pela TELHANORTE e demais empresas pertencentes ao mesmo grupo econômico, para os fins necessários à adequada realização, divulgação e conclusão desta Campanha, bem como para envio de futuras ofertas e promoções.

b) Reconhecendo e aceitando expressamente que a TELHANORTE não se responsabilizará por erros de fornecimento dos dados, bem como por problemas com software ou serviço de internet do participante que possam dificultar ou impedir a participação em tempo hábil nesta Campanha. A TELHANORTE tampouco se responsabilizará por questões atinentes à aprovação do pagamento da compra pela instituição financeira, caso esta seja realizada via cartão de crédito ou débito. Página 8 de 9

c) Ciente que poderá realizar o exercício de seus direitos conforme descrito em nossa Política de Privacidade, disponível em nosso site, através do link <https://www.telhanorte.com.br/ajuda/politica-de-privacidade>

5.2. A TELHANORTE monitorará, por meios adequados, sua própria conformidade e a de seus funcionários e operadores, com as respectivas obrigações relativas à proteção de Dados Pessoais, em conformidade com a Legislação vigente sobre proteção de dados relativos ao Participante (“Titular”) identificada ou identificável (“Dados Pessoais”) e as determinações de órgãos reguladores/fiscalizadores sobre a matéria, em especial a Lei 13.709/2018 (“Lei Geral de Proteção de Dados”), além das demais normas e políticas de proteção de dados de cada país onde houver qualquer tipo de tratamento dos Dados do Participante.

5.3. A TELHANORTE cumpre com os requisitos das medidas de segurança técnicas e organizacionais para garantir a confidencialidade, pseudonimização e a criptografia dos Dados Pessoais do Participante, inclusive no seu armazenamento e transmissão.