

INSTITUTIONAL

CODE OF ETHICS AND CONDUCT

The principles that guide the team, partners, creators and the Boyzueira community.

Boyzueira was born in the favela for the world, with the purpose of transforming entertainment, digital culture and access to opportunities. This Code defines the principles that guide our decisions and relationships. It applies to the team, partners, content creators, ambassadors and the community.

1. OUR PRINCIPLES

- **Authenticity.** Boyzueira represents the real voice of the Brazilian streets and internet. Everything we do must be true, without misleading showing off.
- **Respect and inclusion.** Everyone is welcome, regardless of gender, race, origin, religion or social condition. The mission is to lift the favela up, not to divide.
- **Transparency.** Communication, partnerships and campaigns must be clear and truthful. The rules for the raffle, rewards and \$BOYZ are published openly.
- **Fair play.** Success comes from effort and creativity, never from favoritism, bots or manipulation.
- **Integrity.** Whoever represents Boyzueira acts honestly, keeps agreements and protects the brand's reputation.

2. TEAM AND COLLABORATORS

- Treat colleagues, partners and players with respect and professionalism.
- Avoid conflicts of interest and keep internal information confidential.
- Do not use the project's resources, access or information for personal purposes.
- Never use inside information about \$BOYZ to trade the token.

3. CREATORS, INFLUENCERS AND AMBASSADORS

- Promote the project truthfully, **without promising gains, income or an increase in the value of \$BOYZ.**
- Make it clear when content is advertising or a partnership.
- Respect contracts, deadlines and communication guidelines.

- Promote the culture of the periphery with authenticity and responsibility.

4. PLAYERS

- Play fair, without bots or cheats.
- Respect other players and the support team.
- Follow the Terms and Conditions and the Community Guidelines.

5. FIGHTING CORRUPTION AND FRAUD

Zero tolerance for corruption, bribery and misuse of funds. Nobody may offer, promise or accept an undue advantage on behalf of Boyzueira. Any irregularity must be reported through the ethics channel.

6. DATA PROTECTION AND CONFIDENTIALITY

Player data is handled in accordance with the LGPD and the Privacy Policy. Anyone with access to personal or financial data, code or project strategies keeps it confidential and immediately reports any leak, even an accidental one.

7. USE OF THE BRAND

The Boyzueira name, logo, mask and characters are for the exclusive use of the authorized team. It is prohibited to create products, profiles, groups or tokens in Boyzueira's name without permission, or to use the brand in offensive, political or misleading content.

8. PARTNERS AND BRANDS

Partnerships follow three criteria: clear contracts, legitimate companies and alignment with the community's values. We do not work with brands involved in scams, predatory practices, fake news or social exploitation.

9. ETHICS CHANNEL

Anyone can report unethical conduct, fraud or harassment by email at **privacy@boyzueira.com** or through the bot **@boyzueira_oficial_bot**. Reports are handled confidentially, and nobody suffers retaliation for reporting in good faith.

10. CONSEQUENCES

Violations may lead to a warning, the end of a partnership or contract, a ban from the community and, when appropriate, notification of the authorities.

Boyzueira · From nobody to the top.

Official channels: the **@boyzueira_oficial_bot** bot on Telegram and **@boyzueira.oficial** on Instagram, TikTok and YouTube. Any other channel asking for your data is not us.