

1. Identify the case

- a. Assumption A. Does the website directly impersonate an official company website? Does it offer goods from the company or request information/payment from users?
Hight risk. Immediate action to contain the impact.
- b. Assumption B. Is it a troll or parody website? Is it declared as an “unofficial”, “non-official” or talks about the company and our brands in third person and in a critical way?
Variable risk. Immediate evaluation to define actions.

2. Protocol for Assumption A

- a. Immediately inform the Global Legal Department of this suspicion, who will then evaluate if it is necessary to include the Global Security Department.
- b. Avoid any type of interaction with the website. Do not provide information nor complete forms.
- c. The Global Legal Department will send a trademark infringement claim or copyright to the hosting provider. If this option does not work (if the provider does not take any action), they should evaluate the arbitrary process against the Internet Corporation for Assigned Names and Numbers (ICANN).
- d. In this case, the Global Security Department should:
 - i. Identify the possible third parties affected.
 - ii. Present the correspondent criminal complaints.

3. Protocol for Assumption B

- a. Inform the Global Legal Department and the corresponding area (usually Marketing), according to the brand involved and the territory, in case the observation comes from a different area.
- b. The Legal and Marketing Departments should:
 - i. Evaluate the website scope, traffic, possible image damage and possibilities of success, to define the specific actions.
 - ii. Evaluate if it is necessary to involve the Global Corporate Affairs Department to treat with the people that criticize our products (it is not applicable to cases of troll and parodies).