



REGULATIONS FOR THE “RACISM? NOT HERE!” SEAL

ABOUT THE SEAL

Art. 1. The seal entitled “**Racism? Not Here!**” is an initiative of Instituto Maria Preta aimed at strengthening the fight against racism by encouraging Brazilian organizations to voluntarily adopt measures designed to prevent, identify, and address the crime of racism. It also seeks to promote an organizational culture grounded in integrity. Its objectives include:

- I.** Raising awareness among organizations about the importance of combating racism in the workplace and in society as a whole;
- II.** Encouraging the implementation of internal policies aimed at preventing discriminatory practices and promoting diversity and racial equality within institutions;
- III.** Contributing to the development of an organizational culture that values diversity and promotes racial equity and respect for differences as fundamental principles of the workplace;
- VI.** Recognizing, through the Seal, organizations that stand out for effectively implementing the proposed measures, by awarding them the “**Racism? Not Here!**” Seal;
- VII.** Promoting the Seal throughout society as an effective practice for discouraging racism and contributing to the development of a fairer and more equitable society.

§1. The Seal award cycle shall consist of:

- I. APPLICATION;**
- II. EVALUATION;**
- III. AWARD OF THE SEAL;**
- IV. PUBLIC DISCLOSURE.**

I – APPLICATION

Art. 2. Any Brazilian organization seeking to demonstrate an effective commitment to combating racism in the workplace may apply for the Seal, provided that it also commits to promoting the “**Racism? Not Here!**” Seal.

Art. 3. To apply, the organization must complete the registration form available at:

<https://www.racismoaquinao.com/Selo>

Art. 4. To be eligible for the Seal, the interested organization must not have any final, non-appealable court judgment resulting in a conviction for the crime of racism committed on its premises.

II – EVALUATION

Art. 5. Once the application stage has been completed, the review process shall be conducted based on the information submitted by the interested organization.

§1. During the review, the Seal's administering organization shall verify, based on information provided by the applicant organization, whether there are any convictions or negative media reports or news involving the organization in connection with the crime of racism.

§2. If any adverse facts or information related to the above are identified, the organization shall be questioned about them and asked to provide clarification regarding the measures taken in response to the matters identified.

§3. Depending on the nature of the facts attributed to the organization and the explanations provided regarding the alleged irregularity, the granting of the Seal may not proceed for evaluation. In such cases, the organization shall be informed of the reasons for the decision.

Art. 6. The Seal's administering organization may request clarification or additional documents whenever necessary.

Art. 7. Any organization that, after being asked to provide clarification, is unable to demonstrate the accuracy of the information and documents submitted shall be excluded from the evaluation process.

Art. 8. Following the evaluation, organizations shall be notified of the result by email within 30 days.

Art. 9. Organizations deemed eligible to join the “**Racism? Not Here!**” Seal program may hire advisory and consulting services from the administering organization to implement additional initiatives aimed at combating racism, subject to a separate agreement with the certifying institution.

Art. 10. Consulting services shall be made available to help the institution meet the requirements considered important in combating racism, in accordance with Table 1 below.

Art. 11. The Seal shall be awarded upon execution of the Social Commitment Agreement and contract, following a lecture delivered by its creator, João Silva.

III – AWARD OF THE SEAL

Art. 12. Upon completion of the evaluation and/or contractual formalization process, the awarded legal entity shall receive the Seal Award Certificate at an award ceremony featuring a lecture by the Seal's creator, João Silva, as well as a social media card, a press release template for publication, and a Trademark/Seal Use Authorization Agreement.

Art. 13. After the Social Commitment Agreement has been signed and the contractual arrangements have been formalized, the Seal's administering organization shall publish a list of the

approved companies/institutions on its website for the purpose of:

- I. Encouraging other organizations to adopt good practices; and
- II. Recognizing, highlighting, and promoting organizations responsible for anti-racist practices.

Sole Paragraph. The Seal does not grant the organization any rights, guarantees, or privileges, nor does it certify the ethics, legality, or integrity of the listed organization or of any actions undertaken by it.

IV – ADVISORY AND CONSULTING SERVICES

Art. 14. Organizations that do not have effective initiatives in place to combat racism, in accordance with the requirements set out in Table 1, may implement measures to prevent, identify, and address racist practices by hiring advisory and consulting services offered by Instituto Maria Preta. Fees shall be provided in a separate proposal.

Art. 15. Specific action plans shall be proposed for each organization and may include assessments, lectures, communication plans, training programs, and other initiatives.

V – PROMOTION OF THE SEAL

Art. 16. Organizations that have received the Seal undertake to display the “**Racism? Not Here!**” Seal prominently in their internal and external communication materials, including intranets, newsletters, corporate websites, annual reports, and other channels used to communicate with employees, clients, suppliers, and other stakeholders.

Art. 17. The Seal may be displayed in prominent physical locations at the organization’s premises, as well as in digital environments, including email signatures, corporate social media profiles, and any other digital platform used for institutional communications.

Art. 18. The organization undertakes to display the Seal at events in which it participates, sponsors, or organizes, highlighting its commitment to promoting racial equality and combating racism.

Art. 19. The Seal may appear in institutional publications, including sustainability reports, financial reports, and any official documents that reflect the organization’s image and values.

Art. 20. The organization agrees to include the Seal in internal communications addressing diversity, inclusion, and racial equality, thereby reinforcing its commitment to these principles.

Art. 21. During internal training and professional development activities, the organization undertakes to highlight the “**Racism? Not Here!**” Seal as a symbol of its commitment to promoting an inclusive workplace free from racial discrimination.

REVOCATION OF THE SEAL

Art. 22. The Seal may be withdrawn at any time by the Seal’s administering organization in the event of non-compliance with the guidelines, suspension or inactivity of the initiatives proposed in the action plan, or failure to fulfill the commitments established for obtaining and maintaining the Seal. The Seal shall be withdrawn following formal notice to the organization, which shall be given a reasonable period to address the identified instances of non-compliance.

Art. 23. The Seal's administering organization reserves the right to withdraw the Seal in cases where there is evidence of discriminatory practices, lack of engagement in promoting racial equality, or any conduct contrary to the principles and values promoted by **"Racism? Not Here!"** The decision to withdraw the Seal shall be communicated to the organization clearly and objectively, with due process observed and the organization's right to a full defense ensured.

Art. 24. Withdrawal of the Seal shall result in the immediate suspension of the organization's right to use it in its communication and marketing materials until the identified issues have been properly addressed and the Seal's administering organization has reassessed the organization's eligibility for reinstatement of the **"Racism? Not Here!"** Seal.

MISUSE OF THE SEAL

Art. 25. Use of the **"Racism? Not Here!"** Seal is permitted exclusively to organizations included on the list published on the website:

<https://www.racismoaquinao.com/>

§1. The right to use the Seal may not be extended to an economic group or to other organizations belonging to the same economic group unless all organizations within that group have been approved and included.

§2. The Seal may not be used in association with other organizations that have not been approved or evaluated, even when they belong to the same economic group.

Art. 26. Organizations that improperly use the **"Racism? Not Here!"** Seal either in full (symbol and text) or in part (text only) shall be formally notified and required to cease such unauthorized use immediately.

OBLIGATIONS OF PARTICIPATING ORGANIZATIONS

Art. 28. Organizations applying for the **"Racism? Not Here!"** Seal are required to:

I. Give the Seal public visibility;

II. Ensure that all information provided and documents submitted during the application and evaluation processes are accurate and up to date, including registration data and contact information;

III. Provide any necessary clarification when requested;

III. Comply with the established deadlines and ensure the submission of forms, information, and any other documents requested during the application and evaluation processes, taking appropriate steps to obtain confirmation that such materials have been received;

IV. Avoid becoming involved in situations that may raise doubts or questions regarding the organization's commitment in relation to racism.*

MONITORING OF INITIATIVES

Art. 29. The administering organization of the **"Racism? Not Here!"** Seal shall be responsible for:

I. Monitoring, through social media, emails, reports, and organizational initiatives, compliance with the Seal's prerequisites, which are intended to encourage other organizations to adopt good practices and to recognize, highlight, and promote organizations responsible for anti-racist practices;

II. Conducting monitoring throughout the initial period for which the Seal is granted (one year), which may take place every two months, every six months, or annually;

III. Informing the organization awarded the Seal, at the time of monitoring, of any materials that may need to be submitted to the Seal's administering organization. If evidence of the initiatives is available through other means, such as the internet or publications, no notification or submission of such materials shall be required.

FINAL PROVISIONS

Art. 30. Any questions regarding these Regulations shall be addressed exclusively by email at:

racismoaquinao1@gmail.com

Signatures



Instituto Maria Preta

ANNEX I – SOCIAL COMMITMENT AGREEMENT

I, **[Full Name]**, the authorized representative of **[Organization Name]**, CNPJ (Brazilian corporate taxpayer ID) **[Organization CNPJ]**, located at **[Organization Address]**, hereby undertake the social commitment associated with the **“Racism? Not Here!”** Seal.

Accordingly, the institution undertakes to:

1. Display the **“Racism? Not Here!” Social Commitment Certificate** in a visible location on our premises, with the aim of discouraging any form of discriminatory practice, whether related to sex, religion, or skin color.
2. Give public visibility to the **“Racism? Not Here!”** Seal in our printed and digital communication materials, as well as at events where our brand is represented.
3. Respect and promote racial equality, recognizing the importance of diversity as a fundamental value for the organization’s development.
4. **Collaborate in Building an Inclusive Environment:** I undertake to actively contribute to creating an inclusive workplace where all employees feel respected and valued, regardless of their skin color, sexual orientation, religious beliefs, origin, or racial identity.

I voluntarily undertake this commitment, recognizing that building a diverse and inclusive environment depends on the engagement of each and every one of us.

Date: //__

Signature: _____