Matueté Conscious Marketing Policy

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Responsible area	Marketing
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At Matueté, we believe that marketing is a direct extension of our values.
More than promoting destinations, we create narratives that respect places, people, cultures and times — and that reflect, with honesty and sensitivity, the way we choose to operate.

This Conscious Marketing Policy guides how we communicate our experiences, partners and territories, ensuring consistency between discourse and practice, and reinforcing our commitment to more responsible, human and lasting tourism.

This policy applies to all employees, partners, suppliers, agencies and other parties involved in Matueté's marketing, communication and public relations activities.

1. Principles that guide our communication

Matueté's marketing is guided by five fundamental principles:

Truth

We communicate only what we know in depth and can uphold in practice. We avoid exaggerations, generalisations or promises that do not reflect the reality of the experiences offered. We are committed to providing accurate, complete and contextualised information, avoiding the creation of unrealistic expectations — especially in relation to the physical, climatic, health and operational conditions of the destinations.

Respect

We treat destinations, communities, cultures and ecosystems with dignity. Our communication never exploits vulnerabilities nor reduces people or territories to stereotypes.

Conscious curation

Every narrative is born from attentive observation, from time spent in places and from listening to local partners. We do not follow passing trends; we value authentic stories and long-term relationships.

Transparency
We speak clearly about what we do, how we do it and what our limits are. We use reliable sources, verifiable data and recognised references to support our communications.

Subtlety
We believe that true luxury lies in discretion. Our communication avoids visual excess, aggressive discourse or sensationalist language.

2. Commitment to truthful narratives and transparency
Matueté does not use generic or empty terms such as "sustainable", "eco" or "regenerative" without clear context.
Whenever we address topics related to environmental, social or cultural impact:

- we explain how that impact occurs;
- we communicate not only positive results, but also challenges, limits and lessons learnt;
- we recognise that processes are continuous and imperfect;
- we avoid turning causes into slogans.

We adopt responsible marketing practices that avoid distortions, excessive simplifications or unrealistic idealisations of destinations and experiences.

We do not engage in greenwashing, impact washing or any form of superficial appropriation of socio-environmental agendas.

3. Representation of people, cultures and territories
Our communication seeks to represent Brazil and its destinations with depth, diversity and respect.
We are committed to:

- portraying people and communities with dignity, avoiding exoticisation or the romanticisation of poverty;
- considering different traveller profiles, promoting inclusion, accessibility and respect for diverse needs (such as older people, solo travellers or those with specific needs);
- obtaining appropriate consent for the use of images, stories and personal data;
- respecting the privacy and image rights of all people involved;
- correctly crediting photographers, guides, partners and local projects;

- avoiding images or narratives that reinforce cultural or social stereotypes.

Communities and territories are not a backdrop — they are the protagonists.

4. Responsible communication of destinations and experiences

We know that the way we promote a destination directly influences its dynamics.
For this reason:

- we avoid encouraging predatory tourism or the overexposure of sensitive places;
- we respect seasonality, local limits and cultural contexts;
- we communicate experiences responsibly, guiding travellers' expectations and behaviour;
- we present relevant information on local conditions (climate, access, infrastructure, risks and limitations), contributing to more conscious choices;
- we consider the suitability of experiences for different traveller profiles, promoting safety, well-being and alignment of expectations.

For us, promoting also means knowing when not to encourage.

5. Responsibility in media, formats and data protection

We seek to reduce the environmental impact of marketing itself:

- prioritising digital materials;
- avoiding unnecessary printed materials and giveaways;
- making conscious choices in events, audiovisual productions and activations.

We also ensure the protection and responsible processing of data:

- complying with applicable personal data protection legislation;
- guaranteeing the privacy of clients, partners and other audiences;
- using data ethically, transparently and securely.

6. Governance, implementation and continuous evolution

Our Conscious Marketing Policy is a living document.
It guides:

- the work of the in-house team;

- our communication partners;
- all marketing, branding and public relations activities.

We are committed to:

- disseminating this policy among employees and partners;
- incorporating it into onboarding processes, internal codes (such as the marketing code) and sustainability guidelines;
- providing integrity channels for reporting any deviations;
- periodically reviewing our processes, learning from mistakes and evolving continuously.

7. Our commitment

At Matueté, we believe that communicating well means communicating responsibly.
Our voice is calm, precise and respectful.
Our ambition is not volume, but relevance.
Our choice is for stories that endure — not for messages that merely circulate.

8. References

We use as references the principles of the UN publication Purpose-Driven Marketing, UNESCO's guide Communicating with Visitors and UNICEF's Playbook on Promoting Diversity and Inclusion in Advertising.