



CONTENT
RATING

VISUAL ARTS
PRACTICAL GUIDE

Ministry of Justice and Public Security
National Secretariat of Justice
Department of Promotion of Justice Policies

CONTENT RATING
VISUAL ARTS
PRACTICAL GUIDE

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PRESENTATION

One of the powers of the National Secretariat of Justice (SENAJUS), of the Ministry of Justice and Public Security, is to rate, for indicative purposes, public entertainment (museums, exhibitions or art shows, theater, musical shows, etc.).

This competence comes from a constitutional provision regulated by the Child and Adolescent Statute and is disciplined by Ordinances of the Ministry of Justice and Public Security. The content rating is established as a public policy and its symbols are recognized by most families. They use them to choose products, presentations, or public shows that their children and teens should or should not have access to.

The parental rating process adopted by Brazil considers the shared responsibility of the family, society, and the State in guaranteeing the child and adolescent rights to education, leisure, culture, respect, and dignity. This public policy consists of indicating the age not recommended, in order to inform parents, guaranteeing them the right of choice.

Therefore, it is not incumbent upon the Executive to restrict or prohibit the population's access to any type of presentation, exhibition, visual arts show, public spectacles, as well as to promote any restriction on the expression of thought, creation, speech, or information.

The emergence of the content rating in Brazil, its regulation and application, was an achievement of the Brazilian society, which longed for an information mechanism that guaranteed parents minimum subsidies to be able to decide on which contents their family should have access, safely and responsibly.

Understanding freedom of expression as being a fundamental human right, as a principle to ensure the manifestation of opinions, ideas and thoughts without retaliation or censorship, whether by governments, private or public agencies, or other individuals, is fundamental and unequivocal within a democratic society.

The National Secretariat of Justice has sought to unify, objectify, and give publicity to the criteria and interpretation of the New Content Rating Manual. The effort to make the content rating increasingly clear, meets the effective purpose of public policy: to provide reliable tools for the choice of the family and to protect the child and adolescent against images that may harm their education.

Given the wide repercussion of the debates on the adequacy of the content of museums, exhibitions and art exhibitions in 2018, the Ministry of Justice and Public Security, through the National Secretariat of Justice, intensified the dialogue with representatives of institutions responsible for curating and hosting and responsible for the artistic exhibitions in search of measures capable of contemplating the specificities of visual arts exhibitions, without compromising the protection of children and adolescents, in order to guarantee adequate information to families about the contents on display.

With the advent of Ordinance MJ nº 253, on September 5, 2018, a Working Group was created to elaborate a proposal for a specific guide for the visual arts, especially for museums and exhibitions.

Comprising of 14 (fourteen) full members and their respective alternates, the Group had representatives from the National Secretariat of Justice, the Brazilian Association of Independent Visual Arts Producers (APTI), the Bienal of São Paulo Foundation, the Pinacoteca of the State of São Paulo, the National Association of Non-Profit Cultural Entities, the Inhotim Institute, ICOM Brazil, the Brazilian Institute of Museums (IBRAM), the Media and Entertainment Commission of the São Paulo Lawyers Institute (IASP), the Social Service of Commerce of São Paulo (SESC/SP), the Tomie Ohtake Institute and the Brazilian Forum for Cultural Rights.

However, the term of the Ordinance expired without the work being completed, resulting in the scheduling of numerous a posteriori meeting with representatives of the sector. Despite the difficulties arising from the complexity of the subject and the itinerary convergence between the interested parties - the latter aggravated by the numerous restrictions and setbacks resulting from the covid-19 pandemic, the ministerial representatives and the visual arts sector managed to maintain the necessary dialogue for establishing the guiding criteria for this Guide.

This Practical Guide is a democratic instrument that aims to give transparency and objectivity to the public policy of the content rating, highlighting the criteria of analysis. It can serve both TV stations, producers and distributors of films and games, as well as society in general and the family.

NATIONAL SECRETARIAT OF JUSTICE

The National Secretariat of Justice (SENAJUS) is an integral part of the structure of the Ministry of Justice and Public Security and has a wide area of activity. Its mission is to promote and build rights and justice policies aimed at the guarantee and development of human rights and citizenship, through joint actions of the public authorities and society.

The Secretariat's specific objectives are to coordinate the policy of addressing people trafficking; articulate the fight against organized crime, money laundering and corruption; protect and promote the rights of migrants; intensify and enhance international legal cooperation; improve the mechanisms of accreditation and supervision of social entities categorized as Public Interest Civil Society Organizations of (OSCIP) or Foreign Organization (OE).

SENAJUS is also responsible for coordinating the rating activities for television programs and films, public entertainment – which includes exhibitions, expositions and shows open to the public – electronic games, applications, and roleplaying games (RPG).

In the case of exhibitions and visual arts, the current legislation provides that it will be up to those responsible for hosting the event to self-rate them, inform the content rating and respect, regarding the exhibition, the authorization issued by the other competent bodies. However, it is not necessary to procedurally register and confirm the self-rating by the Ministry of Justice and Public Security, which is responsible for monitoring it, and it is being able to issue an opinion at the request of the interested party, so that possible abuses or irregularities regarding the content rating criteria can be checked.

OBJECTIVE

This practical guide aims to expose, in a clear and simplified way, which criteria should be used for the self-rating of visual arts.

Next, the operational and technical definitions of indicators or criteria for the rating of age group will be presented, the attenuating and aggravating factors, highlighting how the team of the National Secretariat of Justice issues the reports that instruct the administrative processes of the Coordination of Content Rating Policies.

AUTHORIZATION OF PARENTS AND GUARDIANS

AGE GROUP	CONTENT RATING	ACCESS CONDITION
Under 10 years old	General to NR 16	In the presence of the person responsible or accompanying person authorized by it.
10 to under 12 years	General to NR 10	No restriction
	NR 12 to NR 16	In the presence of the person responsible or accompanying person authorized by it
12 to under 14 years	General to NR 12	No restriction
	NR 14 to NR 16	In the presence of the person responsible or accompanying person authorized by it
14 to under 16 years	General to NR 14	No restriction
	NR 16	In the presence of the person responsible or accompanying person authorized by it
16 to under 18 years	General to NR 16	No restriction
	NR 18	In the presence of the person responsible or accompanying person authorized by it

NR: Not recommended

Responsible person: Relatives of age up to 4th degree (Parents, Grandparents, Steppathers<Brothers, Uncles, Cousins), Tutor, Curator or Custodian.

Accompanying person: It is everyone who is not filled as a responsible and who has a written authorization from them.

APPLICATION OF THE CONTENT RATING CRITERIA

It is important to clarify that audiovisual works are analyzed considering three distinct thematic axes: "sex and nudity", "drugs" and "violence", in addition to measuring the descriptive and contextual phases of the identified contents. The analysis of a work is done as a whole and not only in isolated parts. For example, in the case of serial works, the age rating will be attributed to the group of episodes, considering the particularities, incidence, relevance, scene composition of the rating indicator presented, in addition to other specific characteristics present in this guide. Furthermore, it is emphasized that it is possible that the presentation of a certain type of content is sufficient to support the rating of the rest of the set. The elements called attenuating and aggravating can soften or enhance the impact of rating indicators, in order to decrease or increase the age group to which the works are not recommended.

It is also worth mentioning that the criteria that support the public policy of the Content Rating system are objective and there are no interferences of individualized approaches from each spectator, which would make the application of a determined age group impractical.

It is understood that the work performed by the Rating System does not restrict any content from being conveyed (censorship), nor is it qualitative, without the presence of value judgment.

This Practical Guide does not use criteria or indicators that attribute different age indications to similar content, due to value judgments, cultural or religious divergences, sexual orientation, ethnicity, race, or color, belonging to any social groups and gender. With the exception of criteria that seek to elucidate gender equity, eliminate racism, promote respect between cultures and religions, combat violence, promote equality and human rights.

The Content Rating Policy does not prohibit the exhibition of work or spectacles, does not promote scenes cuts or requests the exclusion of audiovisual content, in accordance with Article 5, item IX, of the Federal Constitution.

CONTENT RATING ANALYSIS CRITERIA

The rating indicators and their respective operational descriptions are listed here, divided by criteria (violence, drugs, and sex & nudity), attenuating and aggravating elements, and are subdivided by age groups to which they are not recommended.

A. VIOLENCE

Works of art, in any language or medium, are forms of creation that, among other functions, intend to record an event in a regions or countries, often exaggerating their glories or struggles, and easily becoming symbols of a generation, used as iconography for these past and present events.

The term originally applied to painting representing historical facts, mythological scenes, literary and religious history. Consequently, other artistic supports appropriate from similar iconographies. In a stricter sense, it refers to the pictorial record of events in political and social history from different periods. Battles, war scenes, famous characters, facts and deeds of notable men and women are portrayed in different ways and languages.

In the visual arts, the act of violence is usually only indicated, as something that will happen in the illustrated scene or that has just occurred. In this way, in many cases, violence is suggested and completed only in the spectator's imagination. Depending on the artistic support (painting, photography, sculpture, drawing, video, etc.) and style, the level of suggestion or abstraction varies, which must be considered for the rating.

A.1. GENERAL AUDIENCES

Works that predominantly contain content that do not bring elements with inadequacies that can be indicated for age groups over 10 years old are admitted with this classification. The occurrence of scenes that refer to violence is not always harmful to the psychological development of the child, such as those listed below:

A.1.1. WEAPON WITHOUT VIOLENCE

-Presence of weapons of any nature, without the violent context being present, provided that the object is the core of the scene or image in question.

-to fit in this criterion, the use of weapons in shooting stands, training in which there is no direct aggression between the characters and the use in any other appropriate location, whose use is not presented in a violent manner.

-There is no consolidation of the indicator when the characters are presented with characterization and that their clothing is associated with weapons, such as cowboy, police, samurai, warrior's films among others, except in cases where weaponry is the focus of the images presented.

A.1.2. DEATH WITHOUT VIOLENCE

-Scenes in which deaths are presented without violence, both at the time the act occurs, and in the exposure of a corpse, without the involvement of pain or injuries.

-They may be related to illnesses or old age, without the physical suffering being evidenced.

-It should not be confused with “natural or accidental death with pain or violence”, since the violent context is not present, and the suffering can be understood as an expected consequence.

-It should not to be confused with “corpse exhibition”, since it dates back to the exact moment or the one imminently after the suffering, whereas in the item not recommended for children under 12 years old, it is possible to infer a greater passage of time in relation to the cause of death, implying in elements that are associated with violence or that imply the presentation of visual characteristics, such as cyanosis, putrefaction, etc.

A.1.3. BONES OR SKELETON WITHOUT VIOLENCE

-Display of human or animal bones and skeletons that do not exhibit relationship with any type of violence.

A.1.4. FANTASY VIOLENCE

-Presentation of elementary and fanciful levels of violence, such as the aggressive acts seen in cartoons intended for children, which do not match reality, provided that the consequences of the act are also not visually aggressive or impactful.

-Presentation of non-impacting fights in children's Manichaeian plots, of fighting good against evil, respected the provisions of the previously mentioned concept.

-Presentation of violence in a cartoonish way, such as that inserted in the genre slapstick comedy (food war, blows that do not result in significant physical damage), that is, that are made to provoke laughter and not as encouragers of aggressions.

-It is worth mentioning that the characterization of the criterion absorbs the presentation of weapons and artifacts used in the fanciful achievement of violence, so that such objects should not be identified as a serious criterion of analysis. In these cases, depending on the presentation, there is no indicator of "weapon with violence", which is absorbed by the technical criterion of fanciful violence.

A.2. NOT RECOMMENDED FOR CHILDREN UNDER 10

In this age group, are included contents that show:

A.2.1. ANGUISH

-Contents that may cause discomfort to the viewer, such as the presentation of harsh discussions, eschatology, characters with depression or intense sadness, accidents and destructions, death of people or animals with strong ties to the character.

-Includes procedures or surgical interventions, in hospitals or not, in which a doctor (or someone with knowledge of first aid) performs any invasive action, with visualization of injuries, incisions, sutures, among others, in order to save or restore the health of a patient.

-In such procedures, when blood or injuries are presented, these should be cited as their own thematic criteria.

A.2.2. WEAPON WITH VIOLENCE

-Use of weapons, in order to commit violence, whether or not there is the accomplishment of the violent act.

-The indicator should be used as long as there is at least one real threat.

A.2.3. CRIMINAL ACT WITHOUT VIOLENCE

-Any action that results in a crime, misdemeanor or offense provided for in Brazilian law, which does not result or relate directly to violence.

A.2.4. DEPRECIATIVE LANGUAGE

-Scenes in which the characters make mean or depreciating comments about someone who is not present, including swearing and diminishing statement aimed at the character who is an indirect victim of the action.

-There is no presence of the indicator when infantilized terms are used, which do not compromise the dignity and honesty of those involved, with low or no offensive power, such as silly, boring, ugly, etc.

A.2.5. FEAR OR TENSION

-Representations in which the composition creates a tense setting that can cause fear or fright on the viewer.

A.2.6. BONES OR SKELETON WITH REMNANT OF ACTS OF VIOLENCE

-Display of human or animal bones or skeletons resulting from any type of violence. These include those found during police raids, medical expertise, and other typical situations in which the violence is evident.

A.3. NOT RECOMMENDED FOR CHILDREN UNDER 12

In this age group, are included contents that show:

A.3.1. VERBAL AGGRESSION

-Showing of scenes in which swearing occurs or exchange of offenses between characters.

-There is no presence of the indicator when infantilized or playful terms are used, which do not compromise the dignity and honesty of those involved, with low or no offensive power, such as silly, boring, ugly, among others.

A.3.2. SEXUAL HARASSMENT

-A character embarrasses someone, in order to obtain advantage or sexual favor, prevailing from his status as superior in the exercise of employment, position or function.

-The indicator is also identified when the aggressor practices the act using of any other form of power.

-In this case, the sexual act is not consummated, being present only the embarrassment.

A.3.3. VIOLENT ACT

-Threat or intentional action of violence, which should be based on own bodily harm, freedom, or health, or to others. This indicator includes cases of human trafficking.

A.3.4. VIOLENT ACT AGAINST ANIMALS

-Display of ill-treatment, with the presence, or not, of injuries against animals. The indicator also applies when the character intentionally takes the life of an animal.

-The use of animals in any type of fight, for fun or pleasure, also fits the indicator.

-There is no representation of the criterion in cases where slaughter is done for survival or consumption. However, other criteria can be used, such as anguish and the presence of blood, if they are important to the scenes.

A.3.5. BULLYING

-It is the act of psychological violence, intentional and repetitive, committed against people who are defenseless or that have some characteristic that can be pointed at. The indicator is generally identified in student environments, such as colleges and universities.

-Often, the aggressor (or aggressors) commits such type of violence, due to their physical superiority or through intimidation, derived from their influence on the social environment in which it is inserted.

A.3.6. DESCRIPTION OF VIOLENCE

-Narrations, graphic cards, or dialogues that narrate, in detail, any type of violence, such as descriptions of abortions, death sentences, euthanasia, murders, suicides, torture or aggression of any kind under any motivation.

-The descriptions of accidents, with physical suffering or deaths, also represent this indicator.

A.3.7. DANGER EXPOSURE

-Display of willing or omissive act that endangers the life or health of one another or of others. The act depends on the awareness about the omission, or the risk of the action performed. The danger must be palpable and predictable.

A.3.8. CORPSE EXHIBITION

-Display of lifeless bodies, with death being the result of violence or not.

-It is worth mentioning that corpses should be presented in a decontextualized way with the cause of death.

-It is important to verify what is specified by item A.1.2., which differentiates it from the items “death without violence”, “corpse exhibition” and “natural or accidental death with pain or violence”.

A.3.9. EXPOSURE OF PERSON IN EMBARRASSING OR DEGRADING SITUATION

-Moral harassment, embarrassment, degradation, or humiliation that can be expressed in various ways, whether verbally, imagery or contextually.

-The person's predisposition to engage in a situation is not an attenuating indicator, even if he does so out of innocence or in exchange for any kind of retribution.

A.3.10. BODILY INJURY

-Display of bodily injuries, cuts, fractures, or internal organs, whether produced by any type of violence or accidents.

A.3.11. DEATH DERIVED FROM HEROIC ACT

-It consists of an altruistic act of any character, which results in his death, when done in order to save the life of others, for the benefit of the majority or for the sake of humanity.

A.3.12. NATURAL OR ACCIDENTAL DEATH WITH PAIN OR VIOLENCE

-Accidental or natural deaths. They must present identifiable suffering or injury.

-This item must be rated both at the time of death and at the time of the corpse exhibition.

-It is important to verify what is specified by item A.1.2., which differentiates from the items “death without violence”, “corpse exhibition” and “natural or accidental death with pain or violence”.

A.3.13. OBSCENITY

-Act or word, expressed in a written or gestural manner, in order to offend, ridicule or embarrass someone.

A.3.14. BLOOD PRESENCE

-Display of blood from some bodily injury, whether it is displayed or not; physical assaults (such as punches, cuts, and gunshots), accidents (such as driving and domestic injuries), medical procedures or internal injuries (such as surgeries, vomiting with blood) and bloody scenarios or objects.

-It is worth mentioning that: small cuts, blood collection for laboratorial tests, menstruation and nosebleeds not related to physical aggressions are not considered (except when the framing and scene compositions highlights the presence of blood).

-The slaughter of animals, even for consumption, may show such indicator, provided that the image framing highlights the display of blood.

A.3.15. VICTIM'S SUFFERING

-Display of suffering due to violent action, accident, illness, or medical/surgical procedure.

A.3.16. OVERVALUATION OF PHYSICAL BEAUTY

-Excessive appreciation of physical beauty, presented as an indispensable condition for a happier life or social acceptance.

-The valuation has to be expressed clearly.

-Beauty contests or fashion programs do not fit in this indicator, as long as there is no discourse or statements that define in a futile or restricted way the standards of beauty or body aesthetics.

-The presentation of the risks inherent to this behavior, such as anorexia or bulimia, in addition to possible failures in surgical procedures, attenuate the indicator.

A.3.17. CONSUMPTION OVERVALUATION

-Scenes and dialogues that present, emphatically, consumption as an indispensable condition for a happier life or for social acceptance.

A.3.18. PSYCHOLOGICAL VIOLENCE

-Violence that happens in an unequal relationship, in which the agents exert any kind of power over the victims, subjecting them in an unintentional way to psychic mistreatment.

A.4. NOT RECOMMENDED FOR CHILDREN UNDER 14

In this age group, are included contents that show:

A.4.1. ABORTION

-Conscious discontinuation of the pregnancy, with or without expulsion of the fetus, resulting in the death of the unborn child. For the contemplation of this indicator, it is necessary that the act be initiated or that the individual goes to the place of the procedure, making clear its execution.

-Miscarriage is not in line with the indicator.

A.4.2. STIGMA OR PREJUDICE

-Dialogues, images, or contexts that stereotype so-called minorities or vulnerable groups, presented in the form of a laughingstock or that disparage an individual or group. Such violence can consider the particularities, reiterating its historical value as something negative, in order to ridicule its own characteristics or beliefs (social identity). This behavior results in the lessening of the individual or group, attributing it defective condition.

-Stigma is considered when a derogatory characteristic is attributed to a person or group of people. Prejudice, in turn, when there is direct offense or limitation of access to the rights guaranteed to all.

A.4.3. EUTHANASIA

-It is the intentional act of providing someone with a painless death to alleviate the suffering caused by an incurable or painful disease. It is usually performed by a healthcare professional or close person upon express request from the sick person.

-Assisted suicide, under humanitarian conditions, is in line with the indicator.

A.4.4. SEXUAL EXPLOITATION

-Content where a character benefits from the prostitution of another. It also corresponds to someone's solicitation or attraction to prostitution or other form of sexual exploitation, such as facilitating, preventing, or hindering someone from abandoning them.

A.4.5. INTENTIONAL DEATH

-An individual kills someone, intentionally or premeditatedly, regardless of the reason or motive presented.

-This indicator is also observed when mythological, fanciful, extraterrestrial beings (anthropomorphized or not) and animals commit violence, assuming the central role of the act.

-There is no incidence of the indicator in documentaries about animal life, in which fortuitous attacks of animals on humans can be shown. In this case, one can see the indicator of accidental death with violence.

A.4.6. DEATH PENALTY

-Legal process in which a person is killed by the action of the State, as punishment for a crime committed.

- Exception judgments (conducted without due process) are not contemplated in this indicator.

A.5. NOT RECOMMENDED FOR CHILDREN UNDER 16

In this age group, are included contents that show:

A.5.1. PEDOPHILIA ACTS

-Sexual violence against vulnerable people (under 14 years old). In this case, there is no need for sexual consummation, but any libidinous act involving children and adolescents in this age group.

A.5.2. HATE CRIME

-Images or contexts that present physical aggression, motivated by discriminatory hatred.

-This includes prejudice of gender or gender identity, race or ethnicity, religion or creed, sexual orientation, geographic belonging, age, physical or social condition, behaviors or any other situation that is a group of people.

-Dialogues dealing with these issues are generally more appropriate to indicators of description of violence, stigma, or prejudice.

A.5.3. RAPE OR SEXUAL COERCION

-Type of sexual assault that usually involves forced intercourse or other forms of non-consensual violent libidinous acts performed against a person. The act can be performed by physical

force, coercion, abuse of authority or against a person unable to offer a valid consent, as in cases where the victim is unconscious, disabled or has any disability.

-It is also observed, at the moment when someone tries to embarrass others, through violence or serious threat, to have carnal conjunction or to practice or allow another libidinous act to be performed with him.

-Contents in which a character convinces others to perform the sexual act, using their hierarchical condition or any other power relationship.

A.5.4. MUTILATION

-Grotesque or overrated scene or act of dismemberment or evisceration of a character, alive or not, causing pain or not. It is also contemplated when there is the display of body parts resulting from violence.

-This item does not include autopsy depictions.

A.5.5. SUICIDE

-Display of an act in which character uses any means to take his own life.

-In works - especially using audio, video, and performance resources - in which the character plans to take their own life are contemplated in this item.

-Cases in which the character is compelled to kill themselves against their will are excluded.

A.5.6. TORTURE

-Refers to the prolonged or severe imposition of physical or psychological pain, through violence, intimidation, or punishment, to obtain personal satisfaction (revenge or pleasure), information or any other advantage.

A.5.7. GRATUITOUS VIOLENCE OR TRIVIALIZATION OF VIOLENCE

-Disproportionate violent reaction to a trivial situation, for no apparent reason, as a predominant or unique form of conflict resolution.

A.6. NOT RECOMMENDED FOR CHILDREN UNDER 18

In this age group, are included contents that show:

A.6.1. INCITMENT TO VIOLENCE

-Scenes that, through dialogues, images and/or contexts, enhance and encourage the practice of violence or retract it in a "beautiful", "interested", "acceptable" or "positive" way. The content, therefore, values the violent act and/or the aggressors.

A.6.2. CRUELTY

-Graphic and/or realistic scene of violence, presented in a sadistic way, in which intense physical suffering can be seen.

B. SEX AND NUILITY

Regarding sex and nudity in the field of visual arts, it is important to consider that the two concepts are not necessarily linked to each other. Artistic nudity, for example, is the designation given to the presentation and/or representation of the body of a naked person in various media and is considered one of the traditional themes in works of art.

Nudity is a complex topic to address due to its multiple possibilities, both formal and aesthetic and iconographic, and is considered one of the most important elements in art, being re-elaborated and updated in different ways in the contemporary context.

Nudity can have different interpretations and meanings, from mythology to religion, passing through the anatomical study, or even as a representation of beauty, multiple identities, and different aesthetic standards. Therefore, the body has never ceased to be present in art.

Expanding this view, art is an important territory for issues such as sex and eroticism to gain expression and representation. Sexuality is part of being human, being a basic need and an aspect of being human that cannot be separated from other aspects of life, in order to influence thoughts, feelings, actions and interactions, and, therefore, health.

It is important, however, to understand that the understanding and experience of sexuality is gradual and requires different degrees of maturity, in such a way that certain contents are endowed with greater impact when exposed to younger audiences.

B.1.GENERAL AUDIENCES

The occurrence of scenes that refer to sex or nudity is not always harmful to the psychological development of the child. In this age group, are included contents that show:

B.1.1.NON-EROTIC NUDITY

The indicator is applied firmly to the following cases: portrayals of Indigenous or traditional forestry communities; breastfeeding; child nudity (without association with pedophilia); autopsies; works of art without explicit erotic content; medical examinations; cases where an individual needs assistance or care to change clothes and/or bathe.

-Scenes in which there is an appreciation of the intimate parts of the characters through close-ups or other film features do not fit in this indicator. In this case, the indicator of nudity should be used.

B.2.NOT RECOMMENDED FOR CHILDREN UNDER 10

In this age group, are included contents that show:

B.2.1. EDUCATIONAL CONTENT ABOUT SEX

-Non-stimulating dialogues and images about sex that are within an educational or informative context.

B.3.NOT RECOMMENDED FOR CHILDREN UNDER 12

In this age group, are included contents that show:

B.3.1. SEXUAL APPEAL

-Representations in which there is sexual objectification, either through imagery appreciation of some physical characteristic or some sexual quality of the individual.

-In these cases, the erotic context is usually not actively stimulated by the focused character.

B.3.2. SEXUAL CARESS

-Scenes in which characters caress each other and sexualization is present, but the action does not result in sexual intercourse. This indicator, therefore, is present when there are more striking caresses, in which it is clear that there is no completion of the act or sexual insinuation.

B.3.3. SEXUAL INSINUATION

-The indicator is applied when it is possible to deduce through dialogues, images and/or contexts, that the relationship occurred or will occur, without being possible to visualize the sexual act.

B.3.4. FOUL LANGUAGE

-Dialogues, narrations, or graphic cards that have foul or low-slang words. They are offensive expressions usually related to sex, excrement, and sexual organs.

-The terms such as buttocks, penis and vagina do not enter the list.

B.3.5. SEXUAL CONTENT LANGUAGE

-Dialogues, narrations, signs, or graphic cards about sex, without the presentation of vulgarities. The terms describe the practice of sexual act or sexual behavior, without its description being detailed and/ or trivialized.

B.3.6. MASTURBATION

-Non-explicit scene of individual masturbation. This indicator does not fit when the individual receives the help of another person in performing the act (manual sex).

B.3.7. VEILED NUDITY

-Nudity without the presentation of frontal nudes (penis, vagina), breasts or buttocks, that is, when the private parts of individuals are not presented, as long as there is a sexual context.

B.3.8. SEX SIMULATION

-Images or sounds in which any type of sexual intercourse is presented, in a false manner, without contemplating the sexual act itself. These are, in other words, situations in which the characters stage the sexual act.

B.4. NOT RECOMMENDED FOR CHILDREN UNDER 14

In this age group, are included contents that show:

B.4.1. EROTIZATION

-Presentation of images, dialogues, and erotic contexts, sensual or sexually stimulating, such as strip tease and erotic dances. There is an appreciation for imagery of the sexual context.

-In these cases, the erotic context is usually actively stimulated by the character in focus.

B.4.2. NUDITY

-Scene in which breasts, buttocks and/or genitals are displayed, whenever the sexual context or the appreciation of the framing is present.

B.4.3. PROSTITUTION

-Presentation of any stage of prostitution: seduction/conquest, offering, hiring, sexual practice or payment.

B.4.4. SEXUAL INTERCOURSE

-Scene in which any non-explicit type of sex (vaginal, anal, oral and/or manual) is presented.

B.4.5. VULGARITY

-Images, dialogues, or contexts that present sexuality in a detailed or vulgar way. There is the imagery appreciation of sexual content or the trivialization of inappropriate language, so that the impact on the viewer is more intense.

B.5. NOT RECOMMENDED FOR CHILDREN UNDER 16

In this age group, are included contents that show:

B.5.1. INTENSE SEXUAL INTERCOURSE

- Overrated and/or long-lasting scene, in which any type of sex (vaginal, anal, oral, manual) is presented, not explicitly. In this modality, the sexual act is shown in a credible, extensive, or forceful way.

B.6. NOT RECOMMENDED FOR CHILDREN UNDER 18

In this age group, are included contents that show:

B.6.1. EXPLICIT SEX

- Presentation of explicit sexual intercourse, of any nature, including masturbation, with the display of realistic reactions of the participants of the sexual act and/or visualization of sexual organs. It does not occur exclusively in pornographic works.

B.6.2. COMPLEX OR IMPACTFUL SEXUAL SITUATION

- Presentations of acts or sexual situations, such as incest (sex scenes or erotic-affective relationships between first-degree relatives or close relatives, such as father, mother, brother, stepfather, stepson, etc.), group sex, violent fetishes, zoophilia, necrophilia and coprophilia.

C.DRUGS

Whether for the purpose of simple recreation, as well as for transcendental religious liturgies, the production and consumption of drugs is a historical fact in several civilizations.

With the development of knowledge related to the health area, it was understood that exposure to these compounds can lead to temporary and permanent damage to physical and mental health, in addition to being associated with some social ills. On the other hand, benefits and medicinal uses of such compounds have also been discovered. Based on this, the legality or illegality of certain drugs is a social construct closely related to the societies in which they are inserted.

The visual arts, as one of the ways of portraying reality, also approach the theme, with all its nuances, in their works and representations. In this area, viewers are exposed to such content and assimilate what is presented to them according to the context and degree of verisimilitude of the approach, influencing the rating.

C.1. GENERAL AUDIENCE

The occurrence of scenes that refer to drugs are not always harmful to the child's psychological development. In this age group, are included contents that show:

C.1.1. MODERATE OR INSINUATED CONSUMPTION OF LEGAL DRUG

- Scenes irrelevant to the plot, in which moderate or insinuated consumption of legal drugs are presented, in social situations, without the glimpse or perception of the effects related to their ingestion, as is the case of drunkenness. This indicator includes regular consumption of medicines.

- Fanciful portrayals and caricatures of licit drug consumption.

C.2. NOT RECOMMENDED FOR CHILDREN UNDER 10

In this age group, are included contents that show:

C.2.1. DESCRIPTION OF LEGAL DRUG USE

- Dialogues, narrations, signs, or graphic cards with the description of the consumption of legal drugs.

C.2.2. DISCUSSION ON DRUGS

- Images, dialogues, or contexts that present the theme drugs. This indicator includes approaches to causes, consequences, relevant solutions, decriminalization, and trafficking. The theme is presented in a balanced way, involving social issues about the theme, without any incitement.

C.2.3. MEDICINAL USE OF ILLEGAL DRUG

- This indicator is applied when there are scenes in which some character consumes drugs that are considered illicit in Brazil, for medicinal purposes, in a relevant context.

C.3. NOT RECOMMENDED FOR CHILDREN UNDER 12

In this age group, are included contents that show:

C.3.1. LEGAL DRUG USE

- Scene in which smoking and/or alcohol intake is shown.

- The ritualistic use of hallucinogenic substance, such as Ayahuasca, Peyote or Santo-Daime, fits this indicator. When such substances are used in a decontextualized manner, for recreational purposes only, the indicator used should be that of illegal drug use.

C.3.2. IRREGULAR CONSUMPTION OF MEDICINE

- Representations in which the consumption of medicine is displayed, without a prescription or in disagreement with it.

C.3.3. DISCUSSION ON LEGALIZATION OF ILLEGAL DRUGS

- Presentation of dialogues between characters creating a discussion on the legalization of drugs (from production to consumption), making clear the causes, consequences, and relevant solutions, with a balanced discourse on social and health issues.

C.3.4. INDUCTION TO THE CONSUMPTION OF LEGAL DRUGS

- Scenes in which the character stimulates smoking, alcohol consumption or the consumption of medication irregularly.

-It is imperative that there is, at least, the attempt to convince the other person, making it clear that she does not have the habit of consumption, that she is being convinced to try the substance for the first time or that she is compelled to resume the use of the drug, after abandoning it.

C.3.5. MENTION OF ILLEGAL DRUGS

- Mention, description, or presentation of illegal drugs, without the supposed consumption.
- The indicator is not observed when referring to trafficking of narcotics.

C.4. NOT RECOMMENDED FOR CHILDREN UNDER 14

In this age group, are included contents that show:

C.4.1. INSINUATED CONSUMPTION OF ILLEGAL DRUGS

-Scene in which, through images, dialogues, signs, or context, it is understood that there was the consumption of illegal drugs.

C.4.2. DESCRIPTION OF THE CONSUMPTION OR TRAFFICKING OF ILLEGAL DRUGS

- Scene in which a character reveals by verbal or gestural language, that he consumed or trafficked any illicit drug.

C.5. NOT RECOMMENDED FOR CHILDREN UNDER 16

In this age group, are included contents that show:

C.5.1. ILLEGAL DRUG USE

- Presentation of the use of illegal drugs, such as cocaine, merla, crack, marijuana, synthetic drugs, etc.

C.5.2. INDUCTION TO ILLEGAL DRUG USE

-Scenes in which the character encourages the consumption of drugs considered illicit in Brazil.

- It is mandatory that there is, at least, the attempt to convince the other person, making it clear that he does not have the habit of consumption, that he is being convinced to try the substance for the first time or that it is compelled to resume the use of the drug, after abandoning it.

C.5.3. PRODUCTION OR TRAFFICKING OF ILLEGAL DRUG

- The indicator is applied when scenes are presented in which there is any stage of production (from planting to harvesting) and/or marketing (from packaging to the user) of drugs considered illicit in Brazil.

C.6. NOT RECOMMENDED FOR CHILDREN UNDER 18

In this age group, are included contents that show:

C.6.1. INCITING THE USE OF ILLEGAL DRUGS

- Images, dialogues, or contexts in which the consumption of any illicit drug is stimulated or praised, disseminating the idea that drugs are beneficial (in any context) or innocuous.

- Also, any praise to the consumption of these substances, by relating them directly as an indispensable condition to reach power, fun, success, or happiness, is also associated with this indicator.

D.ATTENUATING AND AGGRAVATING

D.1.ATTENUATING ELEMENTS

Attenuating factors are imagery or contextual factors of the work that can reduce the impact of rating indicators.

Such elements are used as a way to reduce the age rating of certain inadequacies due to specificities of each work.

Their presence is directly reflected in the attribution of the content rating and are expressly stated next:

D.1.1. LANGUAGE AND SUPPORT

-Any element of audiovisual language (direction, script, photography, lighting, art direction, sound, editing and image quality) that attenuates the classifiable content.

-Pieces of art presented is static support

-Pieces in which the representation is not hyper-realistic

D.1.2. POSITIVE CONTENT

-Presentation of appropriate content for a healthy education of children and adolescents.

-Presentation of references to sex education (including STIs), condom use and contraceptive methods.

-Presentation of behaviors that indicates responsibility, that value honesty, friendship, respect, solidarity, diversity, child cognitive abilities, knowledge, body and environmental care, manual, motor, social or emotional skills, which promote a culture of peace or that make mention of human rights in a positive way.

D.1.3. COMIC OR CARTOONISH CONTEXT

-The classifiable content is presented in a funny, ridiculous, cartoonish, or burlesque way.

-The attenuator is applied in situations that usually induce laughter or comicalness.

D.1.4. CULTURAL CONTEXT

-Classifiable content is linked to cultural questions.

-For this attenuating factor to be attributed, the contents must appear associated with the rituals, traditions and customs of peoples, religions, or specific communities.

EXAMPLE: in the midst of an Indian tribe, a shaman smokes a pipe and blows smoke over the person being blessed.

D.1.5. SPORTING CONTEXT

-The classifiable content is linked to a sporting context.

-The attenuating element does not apply in clandestine fights or when someone is obliged, against their will, to participate in the fight.

D.1.6. FANTASY CONTEXT

- The indicator is applied when the composition of the audiovisual work is fanciful, making clear it is not related with reality.

D.1.7. HISTORICAL CONTEXT

-Classifiable content is intended to portray an admittedly important moment in world or local history.

-The mere fact that a film is set at a certain time does not refer to the attenuating factor. The fact described has to be contextualized historically.

D.1.8. IRONIC CONTEXT

-The classifiable content is presented in a context that manifests sarcastic meaning or opposite its literal meaning.

D.1.9. COUNTERPOINT

-Applies when the classifiable content presented is followed by images, dialogues or contexts that discourage your practice, such as:

a) explanation of negative consequences to aggressors, traffickers, criminals or victims and drug users.

- b) condemnation of violence.
- c) alternative ways of resolving conflicts.

D.1.10. FREQUENCY

-The classifiable content is presented in an occasional manner (one or a few times in the work), reducing its impact.

D.1.11. INSINUATION

-The classifiable content is not actually presented but is inferable the possibility of its occurrence through images, dialogues, gestures, sounds or contexts.

EXAMPLE: Two characters enter inside a room and the door is closed. With the still image on the outside, you hear the sound of the firing of a firearm, so that a murder is implied.

D.1.12. MOTIVATION

-This attenuating condition applies to cases where the character practices the content classified in specific circumstances such as self-defense, compliance with legal duty, exclusion of illegality, coercion, assistance or sacrifice for others.

-It is also applied when the content is presented in such a way that it is clear that the author commits the classifiable act by mistake, threat or coercion.

-The foul language used as interjection, without direct offense to another character, fits this indicator.

D.1.13. RELEVANCE

-The classifiable content is not important or relevant to the work.

D.1.14. SIMULATION

-The classifiable content is presented as real, but it is clear to the viewer, during the work, that it is a mistake or a fraud.

D.1.15. ATTEMPT

-The classifiable content is not materialized by circumstances unrelated to the agent's will.

D.1.16. CONTENT FOR CRITICAL REFLECTION

-Contents intended for reflection and adequate for the critical formation of children and adolescents.

D.1.17. EXPOGRAPHY

-It is the set of techniques used for developing an exhibition. It consists of the constructed space, physically and symbolically constituted by three basic elements: the content, the idea, and the form, which together create the perception and aesthetic experience.

-It is considered as an attenuating element in cases in which the exhibition contextualizes or softens the impact of the content.

D.1.18. MEDIATION

-When there is the presence of a professional in charge of accompanying the museum, gallery, or exhibition visitors, to contextualize the works and clarify visitors' questions, attenuating the impact of the rated content.

-It is considered as an attenuating element in cases in which the mediation contextualizes or softens the impact of the content.

D.1.19. ICONOGRAPHIC CONTEXT

-It considers the representation of artistic images, works of art, relating them to their sources and meanings.

-The application of this attenuating elements considers the aesthetic characteristics of the images, not limited to the historical significance.

-The sociological context of the image is considered, and not just the preliminary examination, linked to aesthetics.

D.2.AGGRAVATING ELEMENTS

Aggravating factors are contextual or imagery factors of the work that can increase the impact or aggressive potential of the rating indicators.

D.2.1. TRIVIALIZATION

-Presentation of comic or cartoonish contents, which instead of attenuating the scene, give the feeling of incentivizing or encouraging the act practiced.

-The classifiable content is presented in a trivial way, without proper consideration on its actual consequences.

D.2.2. LANGUAGE AND SUPPORT

-Any element of audiovisual language (direction, script, photography, lighting, art direction, sound, editing and image quality) that aggravates the classifiable content.

D.2.3. INAPPROPRIATE CONTENT WITH CHILDREN OR ADOLESCENTS

-It is applied when classifiable content involves a child or adolescent. In this context, scenes are also contemplated in which the child or adolescent are and spectators of the classifiable content.

D.2.4. CONTEXT

-It applies when the classifiable content is inserted in a context that highlights the impact, sensation, or intensity, such as family violence and violence against people with reduced responsiveness, such as the elderly, women or disabled.

D.2.5. FREQUENCY

-Classifiable content is presented several times in the plot.

D.2.6. INTERACTION

-The technology employed allows the viewer or player to experience at high levels of interaction and excitement, increasing their immersion in the work.

D.2.7. MOTIVATION

-The aggravating is applied when the character performs the classifiable act for a foolish or futile reason, such as revolt, revenge, or interest.

D.2.8. RELEVANCE

-The classifiable content is important or relevant to the work.

D.2.9. VALUING NEGATIVE CONTENT

-It is applied when the negative content displayed is followed by images, dialogs or contexts that value the practice, such as:

- a) presentation of positive consequence for those who perpetrate violence.
- b) praise of violence or the presentation of its practice in an ambiguous way.
- c) display of violence or drug use as the unique or predominant form of conflict resolution.
- d) violent content performed by valued image character (protagonist or person within a pre-established beauty standard).

D.2.10. EXPOGRAPHY

-It is the set of techniques used for developing an exhibition. It consists of the constructed space, physically and symbolically constituted by three basic elements: the content, the idea, and the form, which together create the perception and aesthetic experience.

-It is considered as an aggravating element in cases in which the exhibition contextualizes or softens the impact of the content.

D.2.11. MEDIATION

-When there is the presence of a professional in charge of accompanying the museum, gallery, or exhibition visitors, to contextualize the works and clarify visitors' questions, attenuating the impact of the rated content.

-It is considered as an aggravating element in cases in which the mediation contextualizes or softens the impact of the content.

E. CONTENT DESCRIPTORS

The information on the Content Rating includes content descriptors, which are a summary of the main indication indicators present in the rated work. The list of descriptors explains the rating and also informs parents and guardians about the type of content present in the work.

For example, a piece rated as "Not recommended for children under 10 years" with the descriptor "Violence" will contain minor violent scenes, while a work rated "Not recommended for children under 16" and the same descriptor will feature more violent scenes.

Below is the list of terms used in the parental rating display:

E.1 - Criminal Acts	E.8 - Nudity
E.2 - Sexual Content	E.9 - Medical Procedures
E.3 - Drugs	E.10 - Explicit Sex
E.4 - Illegal Drugs	E.11 - Sensitive Themes
E.5 - Legal Drugs	E.12 – Violence
E.6 - Inappropriate Language	E.13 - Extreme Violence
E.7- Fear	E.14 - Fantasy Violence

CONTENT RATING DISPLAY MODE

Information on the Content Rating of audiovisual works shall be disclosed in a standardized manner. Standardization is the definition and specification of size, color, proportion, positioning, time, and duration of display.

Standardized rating information must be visible and transmitted in any medium that contains or advertises the classifiable product, specifically arranged depending on the product.

I. Display of symbols and content descriptors:

- a) catalogs, schedules, and programming.
- b) portable devices (mobile phones, smartphones, tablets and comparable).
- c) access points to audiovisual works and other amusements and public shows.
- d) products with digital distribution.

e) websites, Brazilian or aimed at the Brazilian public.

II. Displaying the information "check the rating system information" ("verifique a classificação indicativa" in Portuguese):

a) banners, posters, and marketing displays.

b) advertising in electronic media (advertisements on television, radio, internet).

c) outdoor advertising (billboards, panels, etc.).

d) printed advertising.

For all situations mentioned above, content descriptors should only be displayed when officially assigned by the Ministry of Justice and Public Security.

The display of symbols should follow the specifications presented in this Practical Guide in cases of official assignment or self-classification.

In the event of advertisement of pieces not yet officially rated by the Ministry of Justice and Public Security, which do not have specific rules in the current ordinance and/or in this Practical Guide and that do not comply with the above, the information "check the rating system information" ("verifique a classificação indicativa" in Portuguese) should be disclosed.

A. THE SYMBOLS OF THE CONTENT RATING

All symbols and models mentioned in this section are available for download on the Content Rating website, within the portal of the Ministry of Justice and Public Security.

The Content Rating information shall be displayed in short or completely, according to the type of material and place of exhibition, in the following templates:

A.1 For the works officially rated by the Ministry of Justice and Public Security, the symbol of the classification of the work must be presented as set out in the examples of this item, and may not be inverted, mirrored, partially transparent or undergo any angular alteration.

The following six types of definitive symbols are displayed:



Livre



10 anos



12 anos



14 anos



16 anos



18 anos

For self-rated pieces, not yet endorsed by the Ministry of Justice and Public Security, the presentation of the temporary symbol must be made, as shown below:



Livre



10 anos



12 anos



14 anos



16 anos



18 anos

In both situations of displaying the symbol, they must be square-shaped, with rounded edges. The colors of each colored square cannot be changed or vary in tone, having the following compositions:

General audience (green):	RGB 0; 166; 81 CMYK 83%; 6%; 96%; 1%
10 years (light blue):	RGB 0; 149; 218 CMYK 76%; 29%; 0%; 0%
12 years (yellow):	RGB 251; 193; 21 CMYK 1%; 25%; 99%; 0%
14 years (orange):	RGB 245; 130; 32 CMYK 0%; 60%; 100%; 0%
16 years (red):	RGB 236; 29; 37 CMYK 1%; 99%; 97%; 0%
18 years (black):	RGB 0; 0; 0 CMYK 20%; 20%; 10%; 100%

A.2 Symbols may be displayed in a monochrome fashion when the material on which they will be printed does not allow the display of colors or when the rest of the promotional or packaging part does not show colors.

B. DISPLAY OF THE RATING SYSTEM IN BANNERS, POSTERS, BILLBOARDS, MARKETING DISPLAYS AND PRINTED MEDIA

The information "check the rating system" ("verifique a classificação indicativa" in Portuguese) should be displayed on posters, flyers, banners, displays (cubes, boxes, silhouettes, totems, etc.) and printed media (newspapers, magazines, comic books, flyers, among others) when disseminating classifiable products such as works of art, exhibitions, and visual arts exhibit not yet officially rated by the Ministry of Justice and Public Security.

These words should be written in uppercase and arial narrow bold font, so that the height of the letters is at least 1% of the height of the advertisement piece.

When already rated, the symbol display rules will take place as specified below:

B.1 The dissemination of the information will take place through the symbol of the Content Rating, with mandatory white border, following the model of item A.1, and affixed anywhere visible on the object.

The symbol and its border must have a total height of at least 10% of the height or width of the release piece.

C. DISPLAY OF THE CONTENT RATING ON CATALOGS, CALENDARS, AND PROGRAMMING

The content rating should be displayed in product catalogs, calendars, and programming.

C.1 The information will be in writing, presenting only the age group of the work officially rated. If there is no classification yet, the term "check the rating system" ("verifique a classificação indicativa" in Portuguese) should be used.

It is mandatory to display the symbols of the rating of the work, close to the said product, following the model of item A.1.

D. DISPLAYING THE CONTENT RATING IN ADS AND PROMOS ON ELECTRONIC MEDIA

The age rating should be reported in ads in electronic media (television, cinema, radio, and internet). This includes the following forms of advertising, although not limited by it: television programming promos, movie trailers shown on television or in the movie theaters, and radio advertisements of works of art, exhibitions, and visual arts exhibit.

D.1 On the radio, it should announce the age group of programs, spectacles, and public amusements. Until the age rating is assigned, it must announce the expression "check the rating system" ("verifique a classificação indicativa" in Portuguese).

D.2 In television, film and the home video and gaming market, advertisements for programs, amusements and shows must display the "check the rating system" ("verifique a classificação indicativa" in Portuguese) information.

D.3 For display ads of classifiable work (such as banners) on the Internet, the expression "check the rating system" ("verifique a classificação indicativa" in Portuguese) should be announced.

The use of the symbol is optional for all products listed in item D, except as specified in D, provided that the model presented in item A.1 is followed.

E. DISPLAY OF THE CONTENT RATING ON WEBSITES

The age rating must be informed on Brazilian websites or aimed at the Brazilian public, which disseminate any classifiable product, such as sites that advertise works of art, exhibitions, and visual arts exhibit.

E.1 The short form should be presented at any location on the main page (in the case of specific sites of the product, show or entertainment), or next to the product, in case of sites with a greater variety of promotions. The classification displayed must be self-declared (see A1) or, in the case of works that already have published rating, it is mandatory to use the classification assigned by the Ministry of Justice and Public Security.

The symbol must follow the standards presented in A.1, with a height of 70 pixels.

In case of disclosure of work not yet classified, the information "check the rating system" ("verifique a classificação indicativa" in Portuguese), written in uppercase and in a narrow bold font, should be published in a clear and easy-to-view manner.

F. DISPLAYING THE CONTENT RATING IN ACCESS TO WORKS OF ARTS, EXHIBITIONS, AND VISUAL ARTS EXHIBITS

The age rating must be informed at places of direct access to the product, amusement, or public spectacles (shops, entrance gates) or at ticket sales location.

F.1 In locations that host works of art, exhibitions, and visual arts exhibit, the full format of the age rating must be displayed in an easily accessible location, according to the provisions of item A.1, must be presented next to the doors or access gates, the content rating symbol, and the content descriptors.

USEFUL CONTACTS

Content Rating

Ministry of Justice and Public Security

National Secretariat of Justice

Department of Promotion of Justice Policies

Coordination of Content Rating Policy

Esplanada dos Ministérios, Bloco T, Anexo II, Sala 313

CEP 70064-901 - Brasília/DF

Tel: (61) 2025-9061 and (61) 2025-9115

E-mail: classificacaoindicativa@mj.gov.br

For more information we recommend accessing our website: <http://www.justica.gov.br/seus-direitos/classificacao>, where you will be able to find all the legislation in force that regulates the Content Rating.



CONTENT
RATING

VISUAL ARTS
PRACTICAL GUIDE

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A12

A14

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A18

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www.justica.gov.br/seus-direitos/classificacao