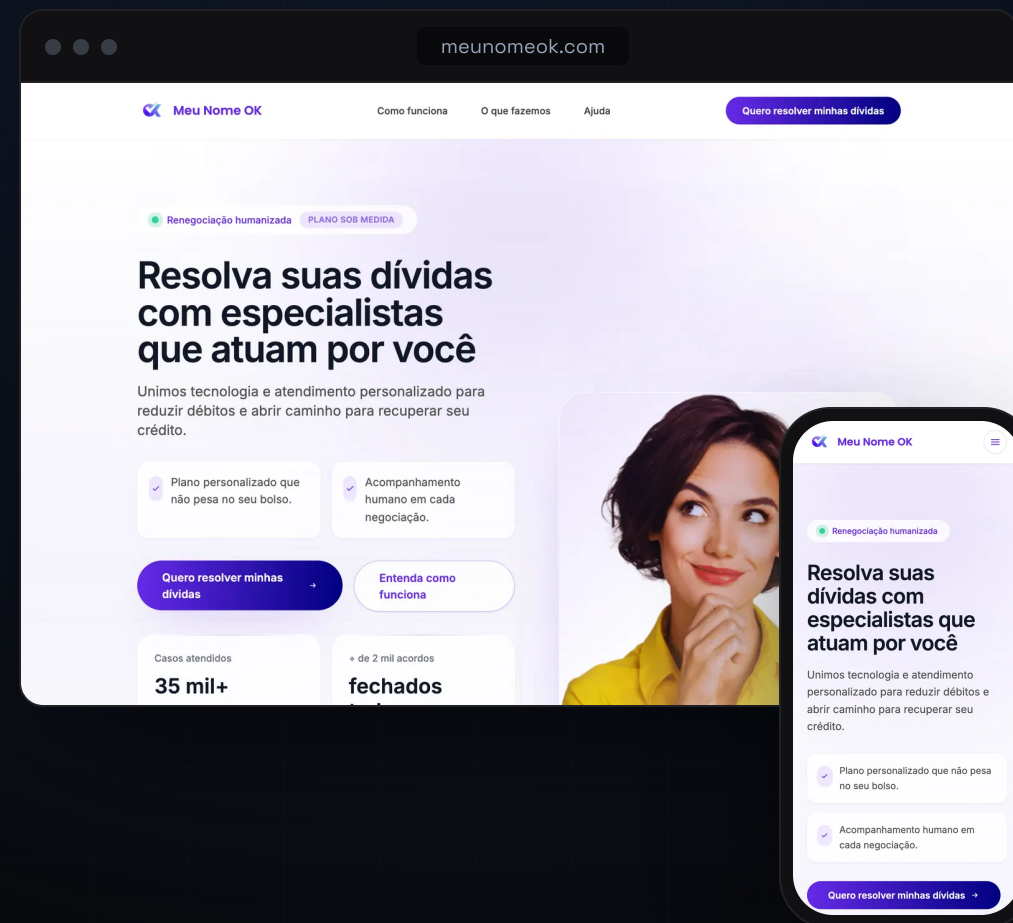


Meu Nome OK · Debt renegotiation & data protection

Clean name, clean slate. Data kept safe.

A Brazilian platform that helps people and small businesses renegotiate debt and recover their credit. Specialists and technology work each case together, and a secure, LGPD-compliant dashboard protects every CPF, CNPJ and financial document along the way.



The challenge

THE CLIENT

Meu Nome OK combines financial consultants, lawyers and negotiators to reduce debt for individuals and companies across every Brazilian state.

SECTOR

Consumer credit & legal tech

MARKET

Brazil, nationwide

COMPLIANCE

LGPD

Highly sensitive data in every case

CPF numbers, bank statements and creditor letters had to be collected, stored and shared under strict LGPD rules.

Clients felt left in the dark

Negotiations take weeks. Without visibility, anxious clients called and messaged constantly for updates.

Manual intake slowed everything

Debts arrived as screenshots and PDFs over WhatsApp and were retyped by hand before work could start.

Trust had to come first

In a category full of scams, the website had to prove legitimacy before anyone shared a document.

Human negotiators, backed by secure technology



LGPD-compliant data vault

Encrypted document storage, consent records, access logs and retention rules for every piece of personal data.



Client dashboard

Clients follow each negotiation stage, see offers and approve agreements without chasing their consultant.



Structured intake

Guided forms capture amounts, terms, interest and creditor details once, ready for the negotiation team.



Multichannel support

WhatsApp, phone and email tied to the same case record so nobody repeats their story.

Four steps to a resolved debt

A transparent process with clear communication at each stage.

01

Send your debts

Amounts, terms and payment history mapped through secure intake.

02

Personal strategy

Debts consolidated into one plan that fits the client's budget.

03

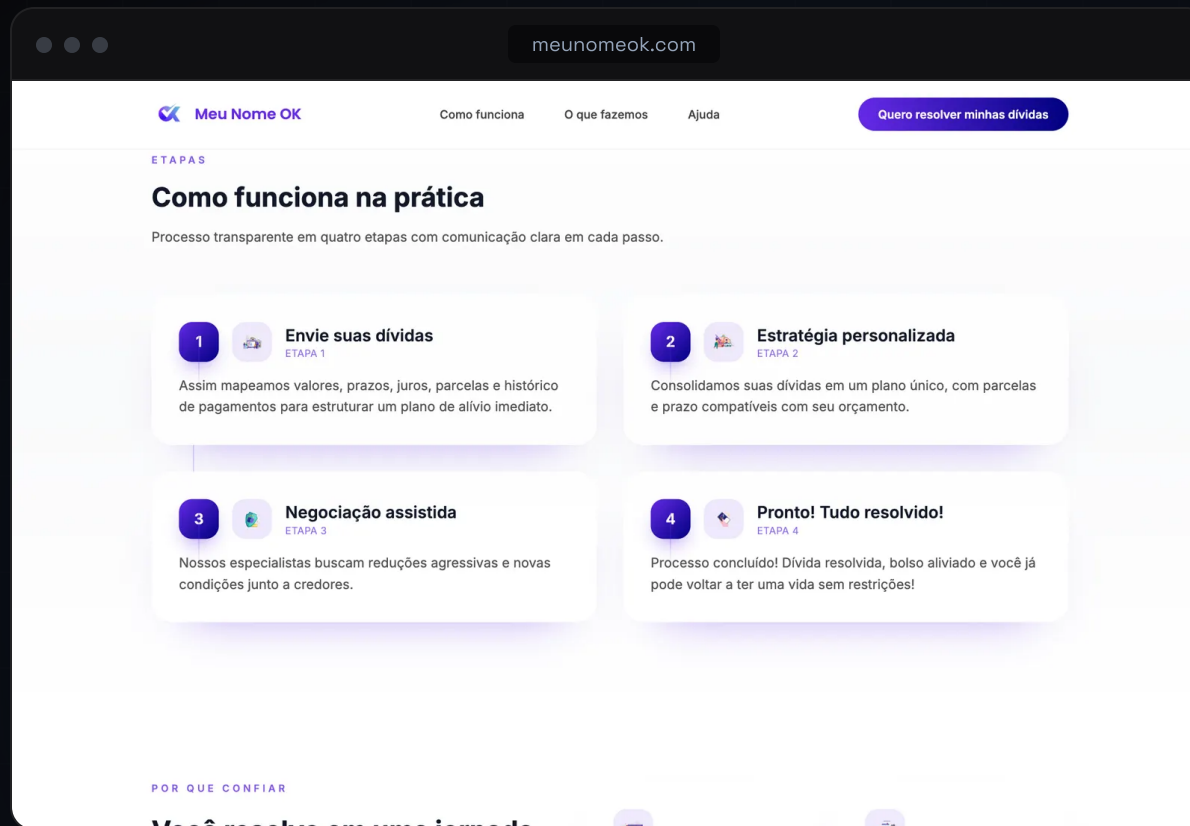
Assisted negotiation

Specialists negotiate reductions and new terms with creditors.

04

Resolved

Agreement signed, name cleared and the case archived securely.



What changed after launch

CASES HANDLED

12k+

debt cases managed through the platform

AGREEMENTS

700+

creditor agreements closed every month

DISCOUNTS

R\$2.3M+

in debt reductions negotiated each month

FIRST RESPONSE

24h

for every new case, with a personal plan

Figures reflect operating data published by Meu Nome OK after the platform launch.

BEFORE

Sensitive documents arrived over WhatsApp, were retyped by hand and clients rang constantly asking for updates.

AFTER

Intake is structured and secure, every record is LGPD-compliant and clients follow their negotiation from a dashboard.

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DELIVERED IN THIS ENGAGEMENT

- ✓ Public website and lead funnel
- ✓ Secure client dashboard
- ✓ LGPD data protection layer

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