



BEEZY PRIVACY POLICY

Last Updated: January 15, 2020.

This Privacy Policy explains how Beezy Inc. and its subsidiaries and affiliated companies (“**Beezy**,” “**we**,” “**our**,” or “**us**”) collects, uses, and discloses information about you. This Privacy Policy applies when you use our websites, mobile applications, and other online products and services (collectively, our “**Services**”), shop in our stores, contact our customer service team, engage with us on social media, or otherwise interact with us.

We may change this Privacy Policy from time to time. If we make changes, we will notify you by revising the date at the top of this policy and, in some cases, we may provide you with additional notice (such as adding a statement to our website or sending you a notification). We encourage you to review this Privacy Policy regularly to stay informed about our information practices and the choices available to you.

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COLLECTION OF INFORMATION

Information You Provide to Us

We collect information you provide directly to us. For example, you share information directly with us when you fill out a form, request a demo, make a purchase, communicate with us via third-party platforms, request customer support, or otherwise communicate with us. The types of personal information we may collect include your name, email address, professional information such as your company name and job title, phone number, other payment information, and any other information you choose to provide.

Information We Collect Automatically When You Interact with Us

When you access or use our Services or otherwise transact business with us, we automatically collect certain information, including:



- **Activity Information:** We collect information about your activity on our Services, such as access times, pages viewed, links clicked, and the page you visited before navigating to our Services.
- **Transactional Information:** When you make a purchase, we collect information about the transaction, such as product details, purchase price, and the date and location of the transaction.
- **Device and Usage Information:** We collect information about how you access our Services, including data about the device and network you use, such as your hardware model, operating system version, mobile network, IP address, unique device identifiers, browser type, and app version.
- **Location Information:** In accordance with your device permissions, we may collect information about the precise location of your device. You may stop the collection of precise location information at any time (see the [Your Choices](#) section below for details).
- **Information Collected by Cookies and Similar Tracking Technologies:** We (and our service providers) use tracking technologies, such as cookies and web beacons, to collect information about you. Cookies are small data files stored on your hard drive or in device memory that help us improve our Services and your experience, see which areas and features of our Services are popular, and count visits. Web beacons (also known as “pixel tags” or “clear GIFs”) are electronic images that we use on our Services and in our emails to help deliver cookies, count visits, and understand usage and campaign effectiveness. For more information about cookies and how to disable them, see our Cookie Policy and the [Your Choices](#) section below.

Information We Collect from Other Sources

We obtain information from third-party sources. For example, we may collect information about you from advertising networks, data analytics providers, mailing list providers, and other publicly-available sources.

Information We Derive

We may derive information or draw inferences about you based on the information we collect. For example, we may make inferences about your location based on your IP address or infer that you are looking to purchase certain products based on your browsing behavior and past purchases.

USE OF INFORMATION

We use the information we collect to:

- Provide, maintain, and improve our Services;
- Process transactions and send you related information, including confirmations, receipts, invoices, and customer experience surveys;
- Personalize and improve your experience on our Services;
- Send you technical notices, security alerts, and support and administrative messages;
- Respond to your comments and questions and provide customer service;
- Communicate with you about products, services, and events offered by Beezy and others and provide news and information that we think will interest you (see the [Your Choices](#) section below for information about how to opt out of these communications at any time);
- Monitor and analyze trends, usage, and activities in connection with our Services;



- Detect, investigate, and prevent security incidents and other malicious, deceptive, fraudulent, or illegal activity and protect the rights and property of Beezy and others;
- Debug to identify and repair errors in our Services;
- Comply with our legal and financial obligations; and
- Carry out any other purpose described to you at the time the information was collected.

SHARING OF INFORMATION

We share personal information in the following circumstances or as otherwise described in this policy:

- We share personal information with vendors, service providers, and consultants that need access to personal information in order to perform services for us, such as companies that assist us with web hosting, payment processing, fraud prevention, customer service, and marketing and advertising.
- We may disclose personal information if we believe that disclosure is in accordance with, or required by, any applicable law or legal process, including lawful requests by public authorities to meet national security or law enforcement requirements.
- We may share personal information if we believe that your actions are inconsistent with our user agreements or policies, if we believe that you have violated the law, or if we believe it is necessary to protect the rights, property, and safety of Beezy, our users, the public, or others.
- We share personal information with our lawyers and other professional advisors where necessary to obtain advice or otherwise protect and manage our business interests.
- We may share personal information in connection with, or during negotiations concerning, any merger, sale of company assets, financing, or acquisition of all or a portion of our business by another company.
- Personal information is shared between and among Beezy and our current and future parents, affiliates, and subsidiaries and other companies under common control and ownership.
- We share personal information with your consent or at your direction.

We also share aggregated or de-identified information that cannot reasonably be used to identify you.

ADVERTISING AND ANALYTICS

We allow others to provide analytics services and serve advertisements on our behalf across the web and in mobile apps. These entities may use cookies, web beacons, device identifiers, and other technologies to collect information about your use of our Services and other websites and applications, including your IP address, web browser, mobile network information, pages viewed, time spent on pages or in mobile apps, links clicked, and conversion information. This information may be used by Beezy and others to, among other things, analyze and track data, determine the popularity of certain content, deliver advertising and content targeted to your interests on our Services and other websites, and better understand your online activity. For more information about interest-based ads, or to opt out of having your web browsing information used for behavioral advertising purposes, please visit www.aboutads.info/choices (in the United States) or <http://www.youronlinechoices.eu> (in Europe). Your device may also include a feature ("Limit Ad Tracking" on iOS or "Opt Out of Interest-Based Ads" or



“Opt Out of Ads Personalization” on Android) that allows you to opt out of having certain information collected through mobile apps used for behavioral advertising purposes.

We also work with third parties to serve ads to you as part of customized campaigns on third-party platforms (such as Facebook and LinkedIn). As part of these ad campaigns, we or the third-party platforms may convert information about you, such as your email address and phone number, into a unique value that can be matched with a user account on these platforms to allow us to learn about your interests and serve you advertising that is customized to your interests. Note that the third-party platforms may offer you choices about whether you see these types of customized ads.

TRANSFER OF INFORMATION TO THE UNITED STATES AND OTHER COUNTRIES

Beezy is headquartered in the United States, and we have operations and service providers in the United States and other countries. Therefore, we and our service providers may transfer your personal information to, or store or access it in, jurisdictions that may not provide levels of data protection that are equivalent to those of your home jurisdiction. We will take steps to ensure that your personal information receives an adequate level of protection in the jurisdictions in which we process it.

YOUR CHOICES

Account Information

You may update and correct certain personal information at any time by emailing us at legal@beezy.net or using the methods listed in the [Contact Us](#) section below. If you wish to delete your personal information, please email us at legal@beezy.net, but note that we may retain certain information as required by law or for our legitimate business purposes.

Location Information

When you first launch any of our mobile apps that collect precise location information, you will be asked to consent to the app’s collection of this information. If you initially consent to our collection of such location information, you can subsequently stop the collection of this information at any time by changing the preferences on your mobile device. You may also stop our collection of this location information by following the standard uninstall process to remove all of our mobile apps from your device. If you stop our collection of this location information, our Services may no longer function properly.

Cookies

Most web browsers are set to accept cookies by default. If you prefer, you can usually adjust your browser settings to remove or reject browser cookies. Please note that removing or rejecting cookies could affect the availability and functionality of our Services. For more information about cookies and how to disable them, see our [Cookie Policy](#).

Communications Preferences



You may opt out of receiving promotional emails from Beezy by following the instructions in those communications or by emailing us at legal@beezy.net. If you opt out, we may still send you non-promotional emails, such as those about our ongoing business relations.

YOUR CALIFORNIA PRIVACY RIGHTS

The California Consumer Privacy Act or “CCPA” (Cal. Civ. Code § 1798.100 *et seq.*) affords consumers residing in California certain rights with respect to their personal information. If you are a California resident, this section applies to you.

California Consumer Privacy Act

In the preceding 12 months, we have collected the following categories of personal information: identifiers, commercial information, internet or other electronic network activity information, professional or employment-related information, and inferences drawn from any of the information identified in this section. For details about the precise data points we collect and the categories of sources of such collection, please see the [Collection of Information](#) section above. We collect personal information for the business and commercial purposes described in the [Use of Information](#) section above. In the preceding 12 months, we have disclosed the following categories of personal information for business purposes to the following categories of recipients:

| <i>Category of Personal Data</i> | <i>Categories of Recipients</i> |
|---|---|
| Identifiers, such as name, postal address, email address, and IP address | Service providers, consultants, current or potential business partners or purchasers, data analytics providers, operating systems and platforms, and social networks |
| Commercial information, such as recent purchases or subscriptions | Service providers, consultants, current or potential business partners or purchasers, data analytics providers, operating systems and platforms, and social networks |
| Internet or other electronic network activity information, such as browsing history, search history, and information related to an individual’s interaction with an internet website, application, or advertisement | Service providers, consultants, current or potential business partners or purchasers, data analytics providers, operating systems and platforms, and social networks |
| Professional or employment-related information | Service providers, consultants, current or potential business partners or purchasers, government agencies, data analytics providers, operating systems and platforms, and social networks |



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| Inferences, such as information used to create a profile about an individual's preferences | Service providers, consultants, current or potential business partners or purchasers, data analytics providers, operating systems and platforms, and social networks |
|--|--|

Beezy does not sell your personal information.

Subject to certain limitations, you have the right to (1) request to know more about the categories and specific pieces of personal information we collect, use, and disclose (2) request deletion of your personal information, (3) opt out of any "sales" of your personal information that may be occurring, and (4) not be discriminated against for exercising these rights. You may make these requests by emailing us at legal@beezy.net or using any of the methods listed within the [Contact Us](#) section below. We will verify your request by asking you to provide information related to your recent interactions with us, such as the date of your last call with or email to us. We will not discriminate against you if you exercise your rights under the CCPA.

If we receive your request from an authorized agent, such agent must provide Beezy with appropriate documentation with its registration with the California Secretary of State. If you are an authorized agent seeking to make a request, please contact us using any of the methods listed within the [Contact Us](#) section below.

ADDITIONAL DISCLOSURES FOR INDIVIDUALS IN EUROPE

If you are located in the European Economic Area (EEA), the United Kingdom, or Switzerland, you have certain rights and protections under the law regarding the processing of your personal data, and this section applies to you.

Legal Basis for Processing

When we process your personal data, we will do so in reliance on the following lawful bases:

- To perform our responsibilities under our contract with you (e.g., providing Services you requested).
- When we have a legitimate interest in processing your personal data to operate our business or protect our interests (e.g., to provide, maintain, and improve our Services, conduct data analytics, and communicate with you).
- To comply with our legal obligations (e.g., to maintain a record of those who have opted out of marketing communications).
- When we have your consent to do so (e.g., when you opt in to receive marketing communications from us). When consent is the legal basis for our processing your personal data, you may withdraw such consent at any time.



Data Retention

We store personal data associated with your account for as long as your account remains active. If you stop using our Services, we will delete your account data in accordance with our retention practices. We store other personal data for as long as necessary to carry out the purposes for which we originally collected it and for other legitimate business purposes, including to meet our legal, regulatory, or other compliance obligations.

Data Subject Requests

Subject to certain limitations, you have the right to request access to the personal data we hold about you and to receive your data in a portable format, the right to ask that your personal data be corrected or erased, and the right to object to, or request that we restrict, certain processing. If you would like to exercise any of these rights, please email us at legal@beezy.net or contact us using any of the methods listed within the [Contact Us](#) section below.

Questions or Complaints

If you have a concern about our processing of personal data that we are not able to resolve, you have the right to lodge a complaint with the Data Protection Authority where you reside. Contact details for your Data Protection Authority can be found using the links below:

For individuals in the EEA: https://edpb.europa.eu/about-edpb/board/members_en

For individuals in the UK: <https://ico.org.uk/global/contact-us/>

For individuals in Switzerland: <https://www.edoeb.admin.ch/edoeb/en/home/the-fdpic/contact.html>

CONTACT US

If you have any questions about this Privacy Policy, please contact us at:

<https://www.beezy.net/contact/>

North America: +1 (720) 346 3964

Australia: +61 413 789 405

France: +33 7 49 20 50 12

Singapore: +65 6223 7221

United Kingdom: +44 7484 612 120 or +44 2032 874 841

Other: +34 686 75 75 40