



## Beacon Platform Incorporated

### Website Privacy Policy

Last modified: May 26, 2023

#### Introduction

Beacon Platform Incorporated ("Company" or "We") respect your privacy and we are committed to protecting it through our compliance with this policy. This policy describes the types of information we may collect from you or that you may provide when you visit <https://www.beacon.io/> (our "Website") and our practices for collecting, using, maintaining, protecting, and disclosing that information.

**Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, your choice is not to use our Website. By accessing or using this Website, you agree to this privacy policy. This policy may change from time to time (see [Changes to Our Privacy Policy](#) below). Your continued use of this Website after we make changes is deemed to be acceptance of those changes, so please check the policy periodically for updates.**

The processing of personal data, such as your name, address, e-mail address, or telephone number shall always be in line with country-specific and state specific data protection regulations including the General Data Protection Regulation (GDPR), the Australian Privacy Principles found in the Privacy Act of 1988 (APPS), the California Consumer Privacy Act (CCPA), the California Privacy Rights Act (CPRA), the Nevada Privacy Law (NPL) and other analogous laws and statutes applicable to the Company. Data protection is a high priority for the Company. The use of the Internet pages of the Website is possible without the disclosure of personal data.

The Company has implemented numerous technical and organizational measures to ensure the protection of personal data processed through this website. However, Internet-based data transmissions may, in principle, have security gaps, so absolute protection may not be guaranteed. For this reason, every data subject is free to transfer personal data to us via alternative means, e.g. by telephone at +1 800.893.9826.

#### This policy applies to information we collect:

- On this Website.
- In email, text, and other electronic messages between you and this Website.
- Through mobile and desktop applications you download from this Website, which provide dedicated non-browser-based interaction between you and this Website.
- When you interact with our advertising and applications on third-party websites and services, if those applications or advertising include links to this policy.

#### It does not apply to information collected by:

- Us offline or through any other means, including on any other website operated by Company or any third party; or



- Any third party, including through any application or content (including advertising) that may link to or be accessible from or on the Website.

### Children Under the Age of 18

Our Website is not intended for children under 18 years of age. No one under age 18 may provide any information to or on the Website. We do not knowingly collect personal information from children under 18. If you are under 18, do not use or provide any information on this Website or on or through any of its features. If we learn we have collected or received personal information from a child under 18 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 18, please contact us at:

5 Hanover Square  
New York, NY 10004  
[legal@beacon.io](mailto:legal@beacon.io)

### Information We Collect About You and How We Collect It

We collect several types of information from and about users of our Website, including information:

- By which you may be personally identified, such as name, postal address, e-mail address, telephone number, or any other identifier by which you may be contacted online or offline ("personal information");
- That is about you but individually does not identify you; and/or
- About your internet connection, the equipment you use to access our Website, and usage details.

We collect this information:

- Directly from you when you provide it to us.
- Automatically as you navigate through the site. Information collected automatically may include usage details, IP addresses, and information collected through cookies.

### Information You Provide to Us.

The information we collect on or through our Website may include:

- Information that you provide by filling in forms on our Website. This includes information provided at the time of registering to use our Website, subscribing to our service, posting material, or requesting further services. We may also ask you for information when you report a problem with our Website.
- Records and copies of your correspondence (including email addresses), if you contact us.
- Details of transactions you carry out through our Website and of the fulfillment of your orders. You may be required to provide financial information before placing an order through our Website.



### Information We Collect Through Automatic Data Collection Technologies.

As you navigate through and interact with our Website, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns, including:

- Details of your visits to our Website, including traffic data and other communication data and the resources that you access and use on the Website.
- Information about your computer and internet connection, including your IP address, operating system, and browser type.

The information we collect automatically may include personal information. It helps us to improve our Website and to deliver a better and more personalized service, including by enabling us to:

- Estimate our audience size and usage patterns.
- Store information about your preferences, allowing us to customize our Website according to your individual interests.
- Speed up your searches.
- Recognize you when you return to our Website.

The technologies we use for this automatic data collection may include:

- Cookies (or browser cookies). A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of our Website. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Website.

### How We Use Your Information

We use information that we collect about you or that you provide to us, including any personal information:

- To present our Website and its contents to you.
- To provide you with information, products, or services that you request from us.
- To fulfill any other purpose for which you provide it.
- To notify you about changes to our Website or any products or services we offer or provide through it.
- To allow you to participate in interactive features on our Website.
- In any other way we may describe when you provide the information.
- For any other purpose with your consent.



We may also use your information to contact you about goods and services that may be of interest to you. If you do not want us to use your information in this way, please check the relevant box located on the form on which we collect your data (the registration form).

### Disclosure of Your Information

We may disclose aggregated information about our users, and information that does not identify any individual, without restriction.

We may disclose personal information that we collect or you provide as described in this privacy policy:

- To our subsidiaries and affiliates.
- To contractors, service providers, and other third parties we use to support our business and who are bound by contractual obligations to keep personal information confidential and use it only for the purposes for which we disclose it to them.
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Beacon Platform Incorporated's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by Beacon Platform Incorporated about our Website users is among the assets transferred.
- To fulfill the purpose for which you provide it.
- For any other purpose disclosed by us when you provide the information.
- With your consent.

We may also disclose your personal information:

- To comply with any court order, law, or legal process, including to respond to any government or regulatory request.
- To enforce or apply our {Invalid hyperlink URL} and other agreements, including for billing and collection purposes.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of Beacon Platform Incorporated, our customers, or others.

### Choices About How We Use and Disclose Your Information

We strive to provide you with choices regarding the personal information you provide to us. We have created mechanisms to provide you with the following control over your information:

- Tracking Technologies. You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. If you disable or refuse cookies, please note that some parts of this site may then be inaccessible or not function properly.

### Company Newsletters

Users of this website are given the opportunity to subscribe to the Company newsletter(s). The Company informs its customers and business partners regularly by means of a newsletter about new products and



improvements. You will only receive the newsletter if you have a valid email address and have registered for the newsletter. A confirmation email will be sent to the e-mail address you provide the first time the newsletter is sent out.

During the registration for the newsletter, we also store the IP address of the computer system assigned by the Internet service provider (ISP) that you are using at the time of the registration, as well as the date and time of the registration. The collection of this data is necessary in order to understand the (possible) misuse of your e-mail address. Company newsletter(s) contain so-called tracking pixels. A tracking pixel is a miniature graphic embedded in such emails, which are sent in HTML format to enable log file recording and analysis. Personal data collected in the tracking pixels contained in the newsletters are stored and analyzed by the Company in order to adapt the content of future newsletters.

The personal data collected as part of a registration for the newsletter or through tracking pixels will only be used to send and improve Company newsletter(s). The Company does not transfer of personal data collected by the newsletter service to third parties. You may terminate your subscription to our newsletter at any time. You may revoke consent to the storage of personal data which you have given for delivery of the newsletter at any time. You may unsubscribe from the newsletter at any time via the notice provision below and we will process your request promptly.

#### Accessing, Correcting, and Deleting Your Information

You can review and change your personal information by responding to a communication from us where you will (1) have the right to unsubscribe from our communications, and (2) where you will be given the opportunity to have your personal data removed from our systems.

#### Changes to Our Privacy Policy

It is our policy to post any changes we make to our privacy policy on this page with a notice that the privacy policy has been updated on the Website home page. If we make material changes to how we treat our users' personal information, we will notify you through a notice on the Website home page. The date the privacy policy was last revised is identified at the top of the page. You are responsible for ensuring we have an up-to-date active and deliverable email address for you, and for periodically visiting our Website and this privacy policy to check for any changes.

#### Contact Information

To ask questions or comment about this privacy policy and our privacy practices, contact us at:

5 Hanover Square  
New York, NY 10004

[privacy@beacon.io](mailto:privacy@beacon.io)