



## BYOND PRIVACY POLICY

This Privacy Policy describes how we collect and use the personally identifiable information you provide on our Site and in our mobile applications. It also describes the choices available to you regarding our use of your personally identifiable information and how you can access and update that information.

Other than as described in this Policy, we will not give any information about you to others without your express permission.

### Information Collection and Use

Our Site and mobile applications use forms in which you give us contact information (including your name, address, telephone number, and email address) so you can request information and support. For certain services, we may also request a credit card number, government identification number, or other financial information. We will then create an account for you.

We receive and store any information you enter on our Site or mobile applications, or give us in any other way, including through email, telephone, or other communications. If you contact us for support, we will keep an internal record of what support was given.

We use your information to contact you regarding Byond events, new services, and special offers we think you'll find valuable. If you would rather not receive this information, please email us and we'll remove you from our contact list.

We use information gathered about you from our Site or mobile application statistics (for example, your IP address, location or device operating system) to help personalize search results, diagnose problems with our server, and to administer our Site and mobile applications. We also gather broad demographic information from this data to help us improve our Site and mobile applications and make your browsing experience more enjoyable. This is not linked to any personally identifiable information, except as necessary to prevent fraud or abuse on our system.

We do not share company identifiable data with third parties. We do share the results of bulk analyses of Mergers and Acquisitions (M&A) data provided by companies collectively in order to share trends or further the science of M&A.

This Site and our mobile applications contain links to other websites. Unfortunately, Byond is not responsible for the privacy practices or the content of such sites.

### Security

This Site has security measures in place to protect against the loss, misuse or alteration of the information under our control. We follow generally accepted standards to protect the personal information submitted to us, both during transmission and once we receive it. No method of transmission over the Internet, or method of electronic storage, is 100% secure, however. Therefore, we cannot guarantee its absolute security.



## **Sending Emails**

We use emails to communicate with you and to send information that you have requested. We also provide email links, as on our *Contact Us* page, to allow you to contact us directly. We strive to promptly reply to your messages.

The information you send to us may be stored and used to improve this Site, our mobile applications, or it may be reviewed and discarded.

## **Third Party Service Providers**

We may at times provide information about you to third parties to provide various services on our behalf, such as processing credit card payments, conducting surveys, performing analyses of customer demographics, and customer relationship management. We will only share information about you that is necessary for the third party to provide the requested service. These companies are prohibited from retaining, sharing, storing or using your personally identifiable information for any secondary purposes.

## **Google Analytics**

We use a tool called “Google Analytics” to collect information about use of this Site, such as how often users visit the Site and what pages they visit when they do so. Google Analytics collects only the IP address assigned to you on the date you visit this Site, rather than your name or other identifying information.

Google Analytics plants a permanent cookie on your web browser to identify you as a unique user the next time you visit this Site. This cookie cannot be used by anyone but Google, Inc. The information generated by the cookie will be transmitted to and stored by Google on servers in the United States.

We use the information received from Google Analytics only to improve services on this Site. We do not combine the information collected through the use of Google Analytics with personally identifiable information.

Google’s ability to use and share information collected by Google Analytics about your visits to this Site is restricted by the Google Privacy Policy. You can prevent Google Analytics from recognizing you on return visits to this Site by disabling the Google Analytics cookie on your browser.

## **Surveys**

From time to time, we may provide you with the opportunity to participate in surveys. If you choose to participate, we may request certain personally identifiable information from you. Participation in these contests or surveys is completely voluntary and you therefore have a choice whether or not to disclose the requested information.



We may use a third party service provider to conduct these surveys or contests. When we do, that company will be prohibited from using our users' personally identifiable information for any other purpose.

### **What Happens to my Company Information and Personally Identifiable Information if I Terminate my Association with Byond LLC?**

When your Byond account becomes inactive (after 12 months of no activity) all of your personally identifiable information is placed in "inactivate" status in our relevant Byond databases. However, an inactive account does not mean your personally identifiable information has been deleted from our database. We will retain and use your personally identifiable information as necessary in order to comply with our legal obligations, resolve disputes, or enforce our agreements.

### **Updating Your Information**

You may alter, update or remove your account information or opt out of receiving communications from us at any time. To change or modifying your account information or contact preferences, you may send an email to [solutions@byondma.com](mailto:solutions@byondma.com). We will respond to your request to update your information within thirty (30) days.

### **Transfer of Data Abroad**

If you are visiting this Site from a country other than the country in which our servers are located, your communications with us may result in the transfer of information across international boundaries. By visiting this Site and communicating electronically with us, you consent to such transfers.

### **Compliance with Laws and Law Enforcement**

We cooperate with government and law enforcement officials and private parties to enforce and comply with the law. We will disclose any information about you to government or law enforcement officials or private parties as we, in our sole discretion, believe necessary or appropriate to respond to claims and legal process (including without limitation subpoenas), to protect our property and rights or the property and rights of a third party, to protect the safety of the public or any person, or to prevent or stop activity we consider to be illegal or unethical.

To the extent we are legally permitted to do so, we will take reasonable steps to notify you in the event that we are required to provide your personal information to third parties as part of legal process.

### **Changes in Our Practices**

We reserve the right to modify this Privacy Policy at any time. If we decide to change our Privacy Policy, we will post those changes to this Privacy Policy and place a notice on our home page.