

## **BeeSafe s.r.o. Privacy Policy**

Your privacy is important to BeeSafe s.r.o.. This privacy policy (“Privacy Policy”) applies to the BeeSafe s.r.o. website ([www.beesafe.me](http://www.beesafe.me)) and the BeeSafe s.r.o. mobile application BeeSafe and related services and explains how personal information is collected, used, disclosed, and protected by BeeSafe s.r.o..

### **Changes to This Privacy Policy**

We may change this Privacy Policy from time to time. If we make any changes to this Privacy Policy, we will inform you by posting the revised Privacy Policy on the [www.beesafe.me](http://www.beesafe.me). Those changes will go into effect on the “last updated” date shown in the revised Privacy Policy. You consent to the revised Privacy Policy by continuing to use BeeSafe s.r.o. Services. We encourage you to check this Privacy Policy whenever you use BeeSafe s.r.o. Services to understand how your personal information is used.

### **What Does This Privacy Policy Cover?**

In your dealings with BeeSafe s.r.o. you may provide us with personal information. Personal information for the purposes of this Privacy Policy means information that personally identifies you, like your name, email address, phone number, and other personally identifiable information that you choose to give to us or that we collect in relation to your use of the BeeSafe s.r.o. Services. This Privacy Policy does not apply to the practices of entities that we do not own or control, or to individuals that we do not employ or manage.

### **Information Collected**

We collect information from you in various ways when you use BeeSafe s.r.o. Services. We may also supplement this information with information from other companies. We collect two general types of information, namely personal information (defined above) and aggregate data. Aggregate data is information we collect about a group or category of services or users from which individual user identities have been removed. In other words, no personal information is included in aggregate data. Aggregate data helps us understand trends in our users needs so that we can better consider new features or otherwise tailor our services. This Privacy Policy in no way restricts or limits our collection and use of aggregate data, and we may share aggregate data about our users with third parties for various purposes, including to help us better understand our customer needs and improve our services and for advertising and marketing purposes. The following are the specific types of information we collect from you:

**Information You Give Us.** We collect information you give us through BeeSafe s.r.o. Services and when you register for and use BeeSafe s.r.o. Services. Examples include the following:

- **Registration and Profile Information.** When you register to use BeeSafe s.r.o. Services or update your profile, we may collect various kinds of information about you including your name, phone numbers, sms addresses, photos and email addresses. It might also include locations, information about emergencies and incidents and contact details of your friends, family and guardians.
- **Information we collect when you interact with BeeSafe s.r.o. Services.** We collect personal information of the actions taken while using or interacting with BeeSafe s.r.o. Services such as adding emergency contacts to Safety Network, location information or information related to emergencies and incidents and communications that occur during and after such events. When you use BeeSafe s.r.o. Services, we automatically collect information from your browser or mobile platform including your browser type, location, IP address, as well as the pages you visit. We may retain the details of transactions or payments you make on or related to BeeSafe s.r.o. Services.

- Location Information. Location of another user using BeeSafe s.r.o. Services can only be done by you if such positioning services are permitted by applicable law and (i) the user is a minor and you are the parent or legal guardian of such user or a third party administrator authorized by a parent or legal guardian of such user, or (ii) the user is not a minor and the user has explicitly agreed that you may use BeeSafe s.r.o. Services for user location purposes. BeeSafe s.r.o. may log and store certain information about your use of BeeSafe s.r.o.'s Service, including but not limited to time stamps for a positioning request etc. Such information shall be logged and stored for billing and customer support purposes only.
- Payment Information. If you choose to use a paid BeeSafe s.r.o. account or service, our payment processing vendor collects your credit card information and billing address.
- Submissions and Customer Service. From time to time we may request personal or demographic information and customer feedback.
- Outside Services and Applications. Through BeeSafe s.r.o. Services, parents or legal guardians on behalf of their children may choose to access outside services and applications, such as Facebook, Twitter, Google + and other social networks. When you do, you may be able to import information from those other services and applications and share content from the BeeSafe s.r.o. Services with those outside services and applications. Some of those third party services may also provide us with information from your accounts which may enable us to enhance and personalize your use of BeeSafe s.r.o. Services. If parents or legal guardians on behalf of their children choose to use these outside services or applications on BeeSafe s.r.o. Services, the information you share with those outside services and applications will be covered by their privacy policies. Parents or legal guardians on behalf of their children may opt in or out of accessing outside services and applications at any time.
- Automatically Collected Information. We automatically receive certain types of information when you interact with BeeSafe s.r.o. Services and communications. For example, it is standard for your Web browser to automatically send information to every Web site you visit, including ours. That information includes your computer's IP address, access times, your browser type and language, and referring Web site addresses. We may also collect information about the type of operating system you use, your account activity, and files and pages accessed or used by you.
- Cookies and Web Beacons. We may also use certain kinds of technology such as cookies and Web beacons to collect information. Among other things, the use of cookies and Web beacons enables us to improve BeeSafe s.r.o. Services and emails by seeing which areas and features are most popular, to count the number of computers, mobile phones or other devices accessing BeeSafe s.r.o. Services, to personalize and improve your experience, to record your preferences, and to allow you to visit BeeSafe s.r.o. Services without reentering your member ID and/or password. A cookie is a small amount of data which is sent to your browser from a Web site's computers and stored on your computer's hard drive. Most browsers automatically accept cookies as the default setting. You can modify your browser setting to reject our cookies or to prompt you before accepting a cookie by editing your browser options. However, if a browser is set not to accept cookies or if a user rejects a cookie, some portions of BeeSafe s.r.o. Services may not function properly. For example, you may not be able to sign in and access certain features of the BeeSafe s.r.o. Services. A Web beacon is an electronic image, also called a "gif," that may be used on BeeSafe s.r.o. Services to deliver cookies, count visits and compile statistics on usage or in our emails to tell if an email has been opened and acted upon. We also use Google Analytics to help us understand how users engage with our Services.

## **Use of Personal Information**

In general, we use your personal information to process your requests or transactions, to provide you with information or services you request, to inform you about other information, events, promotions, products or services we think will be of interest to you, to facilitate your use of and our administration and operation of BeeSafe s.r.o. Services, and to otherwise provide BeeSafe s.r.o. Services and serve you and our users. For example, we may use your personal information:

- to request feedback and to enable us to develop, customize and improve our publications, products and BeeSafe s.r.o. Services;
- to conduct marketing analysis, to send you and your contacts surveys or newsletters, to contact you and your contacts about services, products, activities, offers from BeeSafe s.r.o. or our partners and for other marketing, informational, product development and promotional purposes;
- to send you and your contacts a welcoming email and to contact you about your use of BeeSafe s.r.o. Services; to respond to your emails, submissions, comments, requests or complaints; to perform after sales services; to anticipate and resolve problems with our service; to respond to customer support inquiries, for assistance with our product and service development; and to inform you and your contacts of updates to products and services from BeeSafe s.r.o. that better meet your needs; and
- for other purposes about which we notify you.

## **Sharing of Personal Information**

BeeSafe s.r.o. reserves the right to share aggregated demographic information about our customers (including you and your contacts), sales, and traffic to our partners and advertisers. We will not give, sell, rent, share, or trade any of your personal information or any data that you store using our services to any third party except as outlined in this Privacy Policy or with your consent. We may disclose information to a third party to (a) comply with laws or respond to lawful requests and legal process, (b) to protect BeeSafe s.r.o., agents, customers, and others including to enforce our agreements, policies and terms of use or (c) in the good faith belief that disclosure is needed to respond to an emergency, or protect the personal safety of any person.

Inviting family, friends and guardians to join: When you ask us to invite a friend, family member, or other guardian to join the BeeSafe s.r.o. Services, we may send such person a message on your behalf using your name and contact details. The invitation may also contain information about other users such person might know. We may also send reminders to them in your name. Only invite people you know with their permission to do so.

Every once in a while, we may start a business relationship with other businesses who we think are trustworthy and who have confirmed that their privacy practices are consistent with ours (“Service Providers”). For example, we may hire Service Providers to provide services like hosting and maintenance, data storage and management, and marketing and promotions. We only provide our Service Providers with the information they need to perform these services for us. Each Service Provider must agree to use reasonable security procedures and practices, appropriate to the type of information involved, in order to protect your Personal Information from unauthorized access, use or disclosure. Service Providers are prohibited from using Personal Information except as we tell them.

We may share personal information in connection with an acquisition, merger, or sale of all or a substantial portion of our business, with or to another company. In any such event, you will receive notice if your data is transferred and becomes subject to a substantially different privacy policy.

## **Network and Information Security**

BeeSafe s.r.o. takes reasonable steps to protect information we collect from you to prevent loss, misuse and unauthorized access, disclosure, alteration, and destruction.

The servers on which information is stored are kept in a controlled environment with limited access. While we take reasonable efforts to guard personal information we knowingly collect directly from you, no security system is impenetrable. In addition, we cannot guarantee that any passively collected personal information you choose to include in documents you store on our systems or the systems of third party storage providers through BeeSafe s.r.o. Services are maintained at adequate levels of protection to meet specific needs or obligations you may have relating to that information. Your account information and access to our service is accessible only through the use of an individual user ID and password. To protect the confidentiality of personal information, you must keep your password confidential and not disclose it to any other person. Please advise us immediately if you believe your password has been misused. In addition, always logout and close your browser when you finish your session. Please note that we will never ask you to disclose your password in an unsolicited phone call or email.

### **Choice/OptOut**

BeeSafe s.r.o. may send you communications or data regarding BeeSafe s.r.o. Services, including but not limited to (i) notices about your use of BeeSafe s.r.o. Services, including any notices concerning violations of use, (ii) updates, and (iii) promotional information and materials regarding our products and services. You may optout of receiving promotional emails from BeeSafe s.r.o. by following the optout instructions provided in those emails. You may also optout of receiving promotional emails and other promotional communications from us at any time by emailing [contact@beesafe.me](mailto:contact@beesafe.me) with your specific request. Optout requests will not apply to transactional service messages, such as security alerts and notices about your current account and services. Parents or legal guardians on behalf of their children may also select or disable certain features of BeeSafe s.r.o. Services, such as Facebook login, Twitter login, Google + login or location services, by accessing your account and changing your preferences.