

# Privacy Policy

**Last Revised January 17, 2022**

You should know what information we collect from you, as well as how that information is used, disclosed and protected. We have created this privacy policy statement (the "Policy") to explain our privacy practices and policies.

We will not sell or disclose information to third parties without your consent or as otherwise provided in this Policy. You should know, however, that when you sign up for or use any of our products or services we may use information about who you are, where and when you browse on the Web, where your wireless device is located, and how you use our network or other information as described in this Policy. We do this in order to provide you with better service and to enrich your user experience.

The following FAQ outlines our policies. We also provide you with information regarding how to communicate with us if you have any questions about this Policy.

## Does BIAC™ collect business or personal information about me?

BIAC™ collects a variety of information about users of our products or services. This includes personally identifiable information that can be directly associated with a specific person or entity such as a name, address, telephone number and email address as well as information that relates to how and where you use our product or service.

## Does BIAC™ collect information about children under the age of 16?

The BIAC™ website is not directed toward children.

## How Does BIAC™ Use Personal Information?

We use personal information for billing purposes, to provide services or complete transactions you have requested and to anticipate and resolve problems with your product or services. We may also use this information to create and inform you of products or services from BIAC™ that may better meet your needs.

## When Does BIAC™ Disclose Personal Information?

We do not sell information to third parties. We will disclose personal information to third parties when necessary to provide or bill for your service and when we have your consent to do so, such as to complete a transaction you have requested or as part of the terms and conditions of a particular service. We also may disclose personal information to third parties to protect the rights and property of the company.

## Does BIAC™ Use Cookies?

A cookie is a very small text file placed on your hard drive by a web page server. It is essentially your identification card, and cannot be executed as code or deliver viruses. It is uniquely yours and can only be read by the server that gave it to you. At this time, we only utilize session-based cookies to maintain a user's session for continuity of navigation while viewing our site. Session-based cookies are not placed on your hard drive. After closing the browser, the session cookie simply terminates.

### **What About Links to Other Websites?**

The BIAC™ website may contain links to other websites. BIAC™ is not responsible for the content or privacy policies of other sites.

### **How Secure is Information About Me?**

We maintain a variety of physical, electronic and procedural safeguards to guard your personal information. An important part of securing and protecting your personal information is your responsibility to protect against unauthorized access to your computer, wireless device, user name, password, etc. (including those of all Authorized Users).

### **Will This Policy Be Updated?**

BIAC™ expects to update this Policy periodically. You should refer back to this page often for the latest information and effective date of any changes to the Policy.

### **To Whom Should I Direct Privacy Questions or Concerns?**

You have several ways to contact us about questions to this Policy and about your services.

**Information Collected About You** We collect a variety of personal information about users of our products or services. Personal information is information that can be directly associated with a specific person or entity such as name, address, telephone number, email address, or information about activities directly linked to that person.

In an agreement with a business or government customer, our customer is a business or other entity purchasing service for employees or other authorized users. If you receive certain benefits through a business or government customer's agreement with us, this Policy will generally govern your personal information. If you are liable for your own charges under such business or government account, then we may share enough account information with that entity to verify your continuing eligibility for those benefits. However, if you receive service where a business or government entity pays your charges or is otherwise liable for the charges, we may share your account information with that entity.

Our definition of personal information does not include "aggregate" information. Aggregate information is data we collect about a group or category of services or customers from which individual customer identities have been removed. For example, we could prepare a report that indicates that a certain number of our customers always use their wireless phones at a certain time of day at a specific location. Aggregate data helps us understand trends and customer needs so that we can better consider new services or tailor existing services to customer desires.

Here are the types of personal and other information we collect. You should refer to the rest of this Policy to see how we use, disclose and protect that information:

\* **Information You Give Us:** We collect information you give us when you purchase a BIAC™ product or use our services. For example, you may provide us a billing address and credit information, including your business identifier or when purchasing our product or service. \* **Automatically Collected Information:** We automatically receive certain types of information whenever you interact with us. For example, when you visit the BIAC™ website, our systems automatically collect your IP address and the type of browser you use. This information is not linked by us to personal information, but rather only used to compile aggregate information \* **Information from Other Sources:** We may obtain information about you from outside sources and add it to or combine it with your account information. For example, we may receive credit information for purposes of initiating service. We sometimes receive updated delivery and address information from our shippers or other sources so that we can correct our records and deliver your next purchase or communication more easily.

**Use of Personal Information Internal Use:** In general, we use personal information to serve our customers, to enhance and extend our customer relationship, to provide information and services to applicants and others who request it, and so our customers can take maximum advantage of our products and services. For example, by understanding how you use our website, we are able to customize and personalize your experience. More specifically, we use personal information for billing purposes, to provide services or complete transactions you have requested, to anticipate and resolve problems with your services, and to create and inform you of products or services from BIAC™ that better meet your needs. BIAC™ may use e-mail, short text messages, telemarketing and direct mail to inform you about products or services we think will interest you.

**Third Party Use:** You should review the following section to understand when BIAC™ discloses personal information to third parties.

**Disclosure of Personal Information:** We do not knowingly provide personal information to third parties without your consent or as otherwise provided in this Policy. When and what types of information BIAC™ discloses depends on the service and in some cases the choices you have made. We disclose personal information as

follows:

**Your Consent.** We will not knowingly disclose personal information other than in accordance with this Policy. In general, that means that you must consent to the disclosure in advance. Depending on the service, we may obtain your consent in a number of ways, including:

\* In writing;\* Verbally;\* Online by clicking a button;\* Through the use of a dialing string or button on a wireless device or handset; or\* At the time of service initiation when your consent is part of the required terms and conditions to use our online portal.

We share personal information with third parties as necessary to complete a transaction, perform a service on our behalf (such as enhancing our ability to serve you better) or perform a service that you have requested. When the third party acts solely on our behalf, BIAC™ will require them to follow our privacy practices. For example, our Credit card merchant vendors process and print your billing statement on our behalf. They can only use the personal information we give them to produce the billing statement.

From time to time you may be able to participate in contests, giveaways or other similar promotions we sponsor. Except as explained otherwise in the rules for a particular contest, giveaway or promotion, any personal information you provide will be used in accordance with this Policy. In addition, from time to time you may be able to participate in our surveys to help us improve our offerings and services. Any personal information that may be collected from a survey will be used for our internal purposes.

**Business Transfers:** Information about our users, including personal information, may be disclosed as part of any merger, acquisition, sale of company assets or transition of service to another provider, as well as in the unlikely event of an insolvency, bankruptcy or receivership in which personal information would be transferred as one of the business assets of the company.

**Protection of BIAC™ and Others:** We release personal information when we believe release is appropriate to comply with the law (e.g., a subpoena, E911 information, etc.); to enforce or apply our customer agreements; initiate, render, bill, and collect for services; protect our rights or property, or to protect users of those services from fraudulent, abusive, or unlawful use of, or subscription to, such services; facilitate or verify the appropriate calculation of taxes, fees, or other obligations due to a local, state, or federal government; or if we reasonably believe that an emergency involving immediate danger of death or serious physical injury to any person requires disclosure of communications or justifies disclosure of records without delay.

**BIAC™ Use of Cookies** A cookie is a very small text file placed on your hard drive by a web page server. It is essentially your identification card, and cannot be executed as code or deliver viruses. It is uniquely yours and can only be read by the server that gave it to you. At this time, we only utilize session-based cookies to maintain a user's session for continuity of navigation while viewing our site. Information we collect may include browser type, IP address, page views, length of visit, etc. Session-based cookies are not placed on your hard drive. After closing the browser, the session cookie simply terminates.

Our web pages may contain electronic images known as invisible single-pixel gifs (GIFs) that allow us to count users who have visited those pages. BIAC™ may include GIFs in promotional e-mail messages or our newsletters in order to count how many messages have been opened and acted upon. GIFs collect only a limited set of information such as a cookie number, time and date of a page view, and a description of the page on which the GIF resides.

**Updating this Policy** BIAC™ will revise or update this Policy if our practices change, as we change existing or add new services or as we develop better ways to inform you of products we think will be of interest. You should refer back to this page often for the latest information and the effective date of any changes. If, however, users' personally identifiable information will be used in a manner materially different from that stated at the time of collection we will notify users via posting on this page for 30 days before the material change is made. Users will have a choice as to whether or not their information will be used in this materially different manner.

## **Your privacy rights**

BIAC™ believes you should have the ability to control the Personal Information we collect and hold about you on your own. You can use the methods described below to control how we collect and use your Personal Information.

- **Customer Accounts:** Customers can change or delete the Personal Information in their accounts at any time by signing into the Platform and editing information or changing settings. BIAC™ may offer instructions to guide Customers in making additional changes. A Customer can delete all of their Personal Information on BIAC™ by closing the account.
- **Contact Information:** Customers can change or delete their Contacts' Personal Information at any time by signing into the Platform and editing information or changing settings. BIAC™ may offer instructions to guide Customers in making additional changes. If a Contact submits a Consumer Privacy Request directly to BIAC™, we will relay the request to the applicable Customer for further processing.
- **Email Communications:** If you are a Customer or Site visitor, we may send you marketing emails about the Services. Customers may also receive

informational or support emails from us. If you do not wish to receive these emails, you may change your preferences **via the links provided in the emails** or by sending a request to [support@biacusa.com](mailto:support@biacusa.com) to be removed from our email list. Note that if you opt-out of marketing communications, we may still send you non-promotional communications, such as those about your account or our ongoing business relations.

- **Texting Consent:** If you provide us with your wireless phone number, you consent to BIAC™ sending you informational or service text messages. However, we will only send you marketing text messages if you opt-in to receive these notifications from us. For all BIAC™ text messages, the number of texts you receive will depend on the Services you use and the information you request from us. You can unsubscribe from BIAC™ text messages by replying STOP or UNSUBSCRIBE to any of these text messages. Messaging and data charges may apply to any text message you receive or send. Please contact your wireless carrier if you have questions about messaging or data charges.
- **Do Not Track:** Do Not Track signals are signals sent through a browser informing us that you do not want to be tracked. Currently, our systems do not recognize browser “do-not-track” requests. If this changes in the future, we will update this Privacy Notice.

Depending on where you reside, you may have additional privacy rights or be entitled to additional controls over your Personal Information. Please see our supplemental notices specific to residents of California

## **Consumer Privacy Requests**

If you wish to exercise your privacy rights beyond the methods available through the Platform, or if you want to express concerns, lodge a complaint, or request information, please submit a verifiable Consumer Privacy Request using our online **Consumer Privacy Request** form or by sending an email to [privacy@BIAC™.com](mailto:privacy@BIAC™.com).

Note that if you are a Customer’s Contact, then we process your Personal Information as a service provider to the Customer and we cannot fulfill your request directly. In that case, we will relay your request to the appropriate Customer for further processing and fulfillment, provided that we have sufficient information to do so.

BIAC™ can only fulfill a Consumer Privacy Request when we have sufficient information to verify that the requester is the person or an authorized representative of the person about whom we have collected Personal Information, and to properly understand, evaluate, and respond to the request. We do not charge a fee to process or respond to a verifiable request unless we have legal grounds to do so. If we

determine that the request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your request.

We endeavor to respond to Consumer Privacy Requests in accordance with the requirements of the law applicable to your jurisdiction. Depending on the circumstances and the nature of your request, we may be unable to fulfill your request in part or in whole, for example, if your request falls within a statutory exception or if fulfilling your request would prevent us from complying with a statutory or contractual obligation.

## **CALIFORNIA PRIVACY RIGHTS**

This section provides residents of the State of California (“**California Consumers**”) with the disclosures and notices required under the California Consumer Privacy Act of 2018 (“**CCPA**”). The following paragraphs apply solely to California Consumers and describe the specific rights afforded under the CCPA. California Consumers may exercise the following rights over their Personal Information, subject to any exceptions and limitations that may apply:

- **Right to Know:** You have the right to request that we disclose information to you about our collection and use of your Personal Information, such as: (i) the categories of Personal Information we have collected about you; (ii) the categories of sources for the Personal Information we have collected about you; (iii) our business or commercial purpose for collecting, selling or sharing your Personal Information; (iv) the categories of third parties with whom we disclose your Personal Information; and (v) a list of specific pieces of Personal Information we have collected about you. If a business sells or shares your Personal Information, you also have the right to ask the company to disclose the categories of your Personal Information sold or shared and the categories of third parties to whom that Personal information was sold or shared, as well as the categories of Personal information disclosed for a business purpose and the categories of recipients of that information. BIAC™ is only required to respond to two disclosure requests from you within a 12-month period.
- **Right to Access.** You have the right to request that we provide you with access to specific pieces of Personal Information we have collected about you over the past 12 months (also called a data portability request). If you submit a right to access request, we will provide you with copies of the requested Personal Information in a portable and readily usable format. Please note that BIAC™ may be prohibited by law from disclosing copies of certain Personal Information when the disclosure would create a substantial, articulable, and unreasonable risk to the security of the information, our systems, or your account. We are only required by law to respond to two access requests from you within a 12-month period.

- **Right to Correct.** If you discover that we maintain inaccurate Personal Information about you, or if your Personal Information changes, please inform us and we will update our records to reflect the correct information.
- **Right to Deletion.** You have the right to request that we delete Personal Information that we collected from you and retained, with certain exceptions. BIAC™ may permanently delete, deidentify, or aggregate the Personal Information in response to a request for deletion. If you submit a right to deletion request, we will confirm the Personal Information to be deleted prior to its deletion, and we will notify you when your request is complete.
- **No Selling Personal Information.** BIAC™ does not and will never sell your Personal Information to third parties.
- **Sharing Personal Information.** BIAC™ may share Personal Information we collect via cookies and other tracing technologies with third parties for cross-contextual behavioral advertising purposes. You can opt-out of this sharing by adjusting your cookie settings or by submitting a **Consumer Privacy Request**.
- **Limited Use and Disclosure of Sensitive Personal Information.** BIAC™ does not seek to collect sensitive Personal Information from any consumer. If a Customer chooses to input sensitive Personal Information into the Platform, we will not use or disclose Sensitive Personal Information for the purpose of inferring characteristics about any consumer. If this ever changes in the future, we will update this Privacy Notice and provide you with methods to limit use and disclosure of Sensitive Personal Information. However, we have no control over whether our Customers may use or disclose their contacts' sensitive Personal information for any particular purpose. If you are a Contact of our Customers, please direct any questions about your sensitive Personal Information to the respective Customer.
- **Right to Nondiscrimination.** We will not discriminate against you for exercising any of your CCPA rights. Unless permitted by law, we will not: (i) deny you goods or services; (ii) charge you different prices or rates for goods or services; (iii) provide you a different level or quality of goods or services; or (iv) suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services, because you exercised a right under the CCPA.
- **Right to Disclosure of Marketing Information.** Under California's Shine the Light Act (Ca. Civ. Code § 1798.83-1798.84), California Consumers are entitled to request certain disclosures about Personal Information sharing with affiliates and/or third parties for marketing purposes. Please contact us if you wish to obtain these disclosures.

California Consumers may exercise these rights over their Personal Information by logging into their Customer account or by sending us a verifiable subject to any exceptions and limitations that may apply.

### **Employee Data Exception**



In many cases, the Personal Information we collect about you is in a business-to-business context when you are acting as an employee to a Customer or potential Customer in the performance of your job duties. Please note that Personal Information collected and used in this context is not protected under the CCPA.

## **Data security**

BIAC™ implements reasonable and appropriate security procedures and practices to help protect your Personal Information from unauthorized or illegal access, destruction, use, modification, or disclosure. We employ a series of security measures, including a multi-level firewall, encryption, and anti-virus and intrusion detection solutions. All data is stored on secure servers in Tier 3 and PCI DSS certified data centers and is only accessible to our personnel and contractors via authentication measures. We ensure that BIAC™ employees, contractors, and agents responsible for handling your inquiries are informed of applicable privacy law requirements and we restrict access to those who need that information in order to process it.

Please note, however, that no transmission of data over the internet is 100% secure. We cannot guarantee that unauthorized third parties will not defeat our security measures or use your Personal Information for improper purposes. We also have no control over our Customers' security measures or practices, and we make no representations or guarantees that your Personal Information is secure once transmitted or stored on their systems.

It is your responsibility to keep your Customer account secure from unauthorized access. We encourage our Customers to take steps to protect against unauthorized access to their accounts, such as choosing a robust password, keeping the password private, and signing off after using a shared computer or other device. BIAC™ is not responsible for any lost, stolen, or compromised passwords, or any unauthorized activity on your account.

## **Additional terms regarding the use of the Inbox Feature**

BIAC™'s platform complies with the [Google API Services user Data Policy](#), including the Limited Use requirements. Any use and transfer of information received from Google API's from BIAC™'s platform to any other applications will require to adhere to [Google API Services User Data Policy](#), including the Limited Use requirements.

## **Third party websites**

The Services may contain links to websites owned or operated by third parties. We have no ability to control, and we are not responsible for, the privacy and data

collection, use, and disclosure practices of third-party websites. We encourage you to read the privacy statements of each website that collects your Personal Information.

### **Changes to this privacy notice**

We may periodically update this Privacy Notice. If we make any material changes, we will notify you by updating this posting or by posting notice in the Services. The date that this Privacy Notice was last revised is identified at the top of the page. Your continued use of the Services after the effective date will be subject to the new Privacy Notice. You are responsible for periodically checking this Privacy Notice for changes.

**Contact Us** BIAC™ is committed to the policies set forth in this Policy. If you have any questions, comments or concerns about this Policy, please contact Customer Care at 1-8006156593. If you'd rather write us, send it by mail to BIAC™ Customer Care 618E South Street, Suite 500, Orlando, Florida 32801 United States of America

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