

DISCLAIMER

INTELLECTUAL AND INDUSTRIAL PROPERTY

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Unless otherwise indicated, any type of use, reproduction, distribution, dissemination, or transformation without prior written authorization obtained from Beliv or as specified in the terms of use for registered users, is prohibited.

APPLICABLE LAWS

This Platform is intended for use in the United States and is subject to the laws of the United States.

TERMS OF USE

The user is aware and accepts that by using this website, there is no business relation with Beliv, who reserves the right to change this website, without notice, as many times as it may be considered necessary, by deleting or adding content and/or services provided through the website, as well as their appearance.

PRIVACY NOTICE

Effective Date: May 2022.

Beliv respects the privacy of our users, and we are committed to protect their personal information. This notice describes how we collect and use personal information, as well as the rights and available options to our visitors and users regarding their information.

We encourage you to read this notice and make sure you agree with it before using any of our services. If you do not read, understand, and agree to this notice, you should leave this website, application, or service immediately and avoid or suspend its use from any of our platforms.

California residents can find specific information about our practices here.

WHAT TYPE OF INFORMATION WE RECEIVE, COLLECT AND STORE?

We collect information about our visitors and users:

Information provided by the user

We may collect different information from the user depending on how our services are used. Below you will find some examples to help you understand better the information we collect.

Identifiers Such as user's names, email addresses, and phone numbers.

Demographic information Such as age, gender, or information available on social media profiles that users choose to share with us.

Photographs	Some sections of our services may allow users to post content, including photographs. And users may choose to provide us with access to social media pictures.
Transaction information	We collect information regarding purchases made on the website, including payment and shipping information, and we collect information about items considered for purchase. We may invite users to take a survey or take part in a giveaway (such as a competition, lottery, or a challenge), either through our services or a third-party platform. We will collect and store all the information provided by the user in association with these activities. And when users contact our customer care team, we collect and store information that users provide during those interactions.
Voice recordings	We record telephone calls with our customer care team for training, quality assurance, and recordkeeping.

Information we collect automatically

When users visit our websites or interact with our emails, we collect certain information automatically. That information includes:

Identifiers	Such as IP address, unique device identifiers, and network identifiers.
Internet and network-related information	Such as , type of device, operating system, , browser type and version, browser language, content viewed, time spent on the website or services, features used, search histories, session dates and times, and interactions with our emails.
Estimated geolocation information	An estimated geolocation information, including the country, city and geographic coordinates, on the basis of the IP address.

The above-mentioned information is collected using cookies and server-side tracking tools, as it is explained below in the “Cookies and Data collection tools”. We may collect and match this information with the user account.

Information we collect from third parties

We collect information about users from our affiliates and business partners. We also collect information from marketing companies, data supplementation services, and social media platforms that help us learn about consumer interests. That information includes:

Identifiers	Such as IP address, unique device identifiers, postal addresses, and emails.
Internet and network-related information	Such as activities on third-party websites and digital platforms, which helps us learn about consumer interests.

Demographic information	Such as information about consumer interests, preferences, and characteristics.
Estimated geolocation information	An estimated geolocation information, including the country, city and geographic coordinates, on the basis of the IP address.

We may combine any of the information noted above. And we may use the information to make inferences about the interests, preferences, and characteristics of our users.

WHY DO WE COLLECT THIS INFORMATION?

We collect personal information for the following reasons:

- To provide, operate, and expand our services and business
- To fulfill orders and requests for information
- To provide our users with ongoing remote customer service and support
- To contact our visitors and users with general and personal notices related to our services, including marketing materials
- For analytics to help us improve our services and learn about user interests and preferences
- To provide personalized content and advertising to consumers
- To protect and defend our rights and property, users, and others
- To comply with applicable laws and regulations, and legal process or requests for data

HOW DO WE SHARE USERS DATA?

We may share the user's data with third parties in the following cases or as described in this privacy policy:

- **With service providers:** we share information with third-party companies that provide services on our behalf, such as payment processing services, data analytics providers, survey administrators, IT security vendors, marketing and advertising companies, email and hosting services, customer service and support providers, consultants, and legal advisors. These service providers may need to access personal information to provide the services, and we require them to process the information solely on our behalf. We share all of the types of information described in the **WHAT TYPE OF INFORMATION WE RECEIVE, COLLECT AND STORE** section with service providers.
- **With social media companies:** We share identifiers, internet and network-related information, demographic information, and inferences with social media companies to help us engage with users and to deliver advertising.
- **With affiliates:** We share information within the Beliv group of companies for use as described in this privacy policy. We share all of the types of information described in the **WHAT TYPE OF INFORMATION WE RECEIVE, COLLECT AND STORE** section with our affiliates.
- **With government entities and third parties that present valid legal process or in our discretion for the safety and the protection of our rights and those of others.** We may, if permitted by law, and as reasonable to address a request, share any of the types of

information described in the **WHAT TYPE OF INFORMATION WE RECEIVE, COLLECT AND STORE** section for these purposes.

- **With digital advertising and analytics firms:** We share information so that these firms can recognize your devices, learn about your interactions with our digital content, and deliver interest-based content and advertisements to you. The information we share may include Identifiers, Internet and network-related information, demographics, estimated geolocation information, transaction information, and inferences.

We may share any of the information we collect in connection with an actual or contemplated merger, sale of our assets, financing, or acquisition of all or a portion of our business to another entity.

We may disclose any of the personal information we collect subject to user consent.

We may disclose information that does not reasonably identify, relate to, describe, or link to a specific user for any purpose.

COOKIES & INTEREST-BASED ADVERTISING

In order for some of our website technologies to work properly, a small data file ("cookie") needs to be downloaded and saved on your device. By default, we use a variety of persistent cookies with the purpose of identifying the sessions and users, security, maintaining user's preferences (for example, default language and settings), connection stability, tracking our services and marketing campaigns performance, and overall, to offer and improve our services.

If you wish to delete or block cookies, you can consult the help and support area of your web browser to obtain the specific guidance on how to find the file or directory of saved cookies.

Deleting or disabling our cookies or future tracking technologies may deny you access to certain areas or to specific characteristics of our services, or it can negatively affect your experience.

In addition to cookies, we, our service providers, and certain third-party advertising companies collect information about you and your devices using tracking pixels, web beacons and other technologies (collectively, "Cookies"). Some third parties may use Cookies to collect information about you and your devices over time and across our and third-party websites and applications. We use the information to better understand how users interact with our online Services, to customize and improve user experiences with our online Services, and to deliver advertising based on inferences we and others make about your interests. Those ads may include ads for our products and services or for other companies' products and services.

If you would like more information about such interest-based advertising or would like to opt-out of receiving interest-based advertising, visit the [choices page](#) offered by the Digital Advertising Alliance ("DAA").

Social media plugins and data: In addition, our online Services may use social media plugins (e.g., the Facebook "Like" button, "Share to Twitter" button) to enable you to easily share information with others. When you visit the online Services, the operator of the social plugin can place a cookie on your computer, enabling that operator to recognize individuals who have previously visited our websites. The social plugins also allow the social media website to share information about your

activities on our websites with other users of their social media website. We do not control any of the content from the social plugins. For more information about social plugins from other social media websites, you should refer to those sites' privacy and data sharing statements.

Do Not Track Policy: We do not currently respond to web browser "do not track" signals or other mechanisms that provide a method to opt out of the collection of information across the networks of websites and online services in which we participate. If we do so in the future, we will describe how we do so in this Privacy Policy.

DATA RETENTION

We will retain personal information for the time we consider necessary to achieve the purposes disclosed in this notice or at the time we collect the information. For example, we retain information to fulfill our legal obligations, settle disputes, prevent fraud and abuse, maintain records of transactions, conduct internal research, and to improve our business.

SECURITY

Beliv has implemented security measures designed to protect the personal information you share with us.

We regularly monitor our systems to find potential breaches or attacks, and we look for new ways and third-party services to improve even more the security of our services and the privacy data protection of our visitors. However, despite the measures and efforts made by **Beliv**, we cannot guarantee the absolute protection and security of your personal information or any other user content that you upload, post, or share with **Beliv** or any other person.

Therefore, we encourage you to set secure passwords and to prevent from providing us any confidential information that you believe if disclosed may cause irreversible damage.

UPDATES TO THIS PRIVACY POLICY

We reserve the right to update this privacy policy at any time, therefore, you should check it frequently. Any update or amendment will enter into force immediately after being posted on the website. If we make substantial updates to this policy, we will keep you posted so that you know what data we are collecting, how we use it and under what circumstances, if so, we use it and/or disclose it.

QUESTIONS AND CONTACT INFORMATION

If you have any questions or comments about our privacy practices, you can contact us at: [ecommerce@be-liv.com]

WHAT ARE YOUR RIGHTS?

You may have certain rights regarding our processing of personal information depending upon applicable laws. If you would like to exercise such rights, please contact us by sending an email to Beliv to: ecommerce@be-liv.com.

Information for California Residents

We collect and disclose personal information as described in the above notice. As noted above, we disclose certain personal information to affiliates, to social media companies, and to digital advertising and analytics firms in exchange for services, insights, or other valuable consideration. California law treats such disclosures as “sales” even if no money is exchanged.

Residents of California have the following rights:

- **Right to know.** You can request that we inform you about the categories of your personal information that we collect, the specific pieces of your personal information that we hold, the categories of sources from which we collected the information, our reasons for collecting and sharing the information, and the types of third parties with which we share the information.
- **Right to deletion.** You can ask us to delete your personal information, subject to certain exceptions.
- **Right to opt out of sales.** You have the right to opt out of certain disclosures of your personal information for valuable consideration.
- **Right to be free from discrimination.** You have the right to not be discriminated against for exercising the rights listed above. We may, however, provide a different level of service or charge a different rate reasonably relating to the value of your personal information.

If you are a California resident and would like to exercise any of the above rights, please submit your request at [ecommerce@be-liv.com].

Please note that for right to know and right to delete requests, we may request specific information from you in order to verify your identity (e.g., your name, email address, and postal address), and there may be circumstances where we will not be able to honor your request. For example, if you request deletion, we may retain certain personal information to comply with legal obligations or for other permitted purposes. When you make a request, we will use the information you provide only to verify your identity or authority to make the request and to fulfill the request. If you are submitting a request through an authorized agent, the authorized agent must provide us with evidence of your authorization to act on your behalf. We may also request that any authorized agents verify their identity and may contact you directly to confirm that you have provided the agent with your permission to submit the request on your behalf.
