

BeeHero – Privacy policy

Last modified: 1/1/2022

Introduction

BeeHero Inc. (“**BeeHero**”, “**we**”, “**our**” or “**us**”) develops and operates smart sensors and analytics platforms, aimed to maximize crop yields through pollination services (“**Platform**”). We also operate the website <https://www.beehero.io/>, its subdomains and its related features (“**Website**”, and collectively with the Platform – the “**Services**”).

BeeHero is dedicated to protecting your privacy rights and making our practices regarding your personal data more transparent and fair. This Privacy Policy (“**Policy**”) was designed to help you understand the information we collect, store, use and share, and it applies whenever you visit our Website, install or interact with our Platform, or otherwise access or use any of our Services.

Specifically, our Policy addresses the following –

- 1. What types of data we collect?**
- 2. Tracking Technologies**
- 3. Why we process your Personal Data, and under what legal bases?**
- 4. With whom we share your data?**
- 5. Your rights**
- 6. International data transfers**
- 7. How we protect your data?**
- 8. Minors**
- 9. Retention**
- 10. Updates to this Policy**
- 11. Contact Us**

We strongly urge you to read this Policy and make sure that you fully understand and agree to it. If you do not agree to this Policy, please discontinue and avoid using our Services. You have the right to cease using our Services, pursuant to this Policy at any time.

You are **not** legally required to provide us with any Personal Data (as defined below), but without it we will not be able to provide you with the full range or with the best experience of using our Services.

1. What types of data we collect?

We collect two types of data from you: Personal Data ("**Personal Data**") and non-Personal Data. Personal Data means any information which may potentially allow your identification with reasonable means (for example, email address or name). Non-Personal Data, by contrast, can be defined as any information that does not relate to an identified or identifiable natural person. This may include, for example, your aggregated usage information and technical information transmitted by your device (e.g. the device you use and your operating system, etc.). This section sets out how and when we collect those types of data from you.

1.1. Account and Communication Information. When you sign up to our Services, or contact us via our Services, we collect the Personal Data you provide us. This may include your name, email address, phone number, company name and any other information you choose to provide.

1.2. Transaction Information. Payments you make will be processed via a third party payment service provider, and we will not collect or store your financial data (e.g. your credit card numbers or bank account). We may still however receive your non-financial Personal Data related to the purchase, such as your name and invoice number, in order to fulfil your transaction and for our accounting purposes.

1.3. Usage Information. When you use our Services, we collect technical information about your interaction with our Services. Such information may include IP address, unique identifiers (e.g. MAC address) as well as other information which relates to your activity in the Services

2. Tracking Technologies

When you visit or access our Services, we use cookies and similar technologies ("**Tracking Technologies**"). These allow us to automatically collect information about you, your device, and your online behavior, in order to enhance your navigation in our Services, improve our Service's performance, perform analytics, and customize your experience.

There are various ways in which you can manage and control your Tracking Technologies settings. One method of managing your Tracking Technology preferences is changing your browser settings to send a "Do-Not-Track" signal. In such case, your browser will send us a special signal to stop tracking your activity. In addition, various internet browsers allow you to change your cookie settings, for instance in order to block certain kinds of cookies or files. Accordingly, you can therefore block cookies by managing the settings on your browser that allows you to refuse the setting of all or some cookies. However, please note that certain features of the Website may not work properly or effectively if you delete or disable cookies.

3. Why we process your Personal Data, and under what legal bases?

This section explains for what purposes we use your Personal Data and outlines the legal bases that underlies our usage.

| Purpose | Legal Basis |
|--|---|
| Provision of our Services. We use your Personal Data, such as your name, phone number and email | The legal bases for processing this data are the performance of our contractual towards you; your |

| | |
|--|--|
| address, for consumer services purposes. This includes, for example, responding to your inquiries, and providing you with notifications regarding the Services. | consent (for example, when you provide Personal Data); compliance with our legal obligations; and our legitimate interests. Our legitimate interests in this case are enforcing our policies, protection against fraud and misuse of our Services. |
| Transactions. We collect from our third party payment processors certain non-financial Personal Data related to the purchase, such as your name and invoice number, in order to fulfil your transactions and for our accounting purposes. | The legal bases for processing this data are the performance of our contractual obligations; and compliance with legal obligations to which we are subject. |
| Improvement of our Services. We collect and analyse information about you and your usage of our Services to improve the usability and effectiveness of our Services. | The legal bases for processing this data are our legitimate interests, in this case – providing and improving our Services. |
| Compliance with applicable laws. | We may be required to collect, retain, or share your Personal Data, under applicable laws. |

4. With whom we share your data?

We may share your Personal Data as described below:

- (a) Affiliated companies: we may share Personal Data internally within our family of companies, for the purposes described in this Policy.
- (b) Payment processors: we share your payment information with third party payment processors, for the purpose of facilitating your payments when using our Services. These third parties may have access to your Personal Data so that they may perform these tasks on our behalf.
- (c) Service providers: we work with service providers that work on our behalf that may need access to certain personal data in order to provide their services to us. These companies include those we have hired to provide various services, such as cloud storage vendors.
- (d) Compliance with laws and law enforcement entities: we may disclose any data 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 procedures (including but not limited to subpoenas), to protect our or a third party's property and rights, to protect the safety of the public or any person, or to prevent or stop any activity we may consider to be, or to pose a risk of being, illegal, unethical, inappropriate or legally actionable. We also may be required to disclose an individual's Personal Data in response to a lawful request by public authorities, including meeting national security or law enforcement requirements. We will only disclose the minimum amount of Personal Data that is required for compliance with such legal requirements.
- (e) Auditors and advisers: we may share your data with our external auditors, advisors and professional service providers (e.g. lawyers, accountants, insurers etc.) for the purpose of ensuring our compliance with regulatory requirements and industry standards.
- (f) Mergers and acquisitions: we may share your data if we enter into a business transaction such as a merger, acquisition, reorganization, bankruptcy, or sale of some or all of our assets. Any party that

acquires our assets as part of such a transaction may continue to use your data in accordance with the terms of this Policy. If we believe that such change in control might materially affect your Personal Data then stored with us, we will notify you of this event and the choices you may have via e-mail and/or prominent notice on our Services.

5. Your rights

Depending on your jurisdiction, you may request to:

1. Receive confirmation as to whether or not Personal Data concerning you is being processed, and access your stored Personal Data, together with supplementary information.
2. Receive a copy of your Personal Data.
3. Request rectification of your Personal Data that is in our control.
4. Request erasure of your Personal Data.

Please note that these rights are not absolute, and may be subject to our own legitimate interests and regulatory requirements. Users are welcome to contact us for any questions or requests via the following email address: support@beehero.io.

We will make an effort to reply within a reasonable timeframe. Please feel free to reach out to us at any time.

6. International data transfers

Since we operate globally, and accordingly Personal Data may be stored and processed in various countries worldwide. We may transfer your Personal Data to countries other than your own jurisdiction, including to the United States. These countries' data protection rules may differ from those in your country. We will take appropriate measures to ensure our transfers of Personal Data comply with applicable data protection laws.

7. How we protect your data?

We have implemented administrative, technical, and physical safeguards to help prevent unauthorized access, use, or disclosure of your Personal Data. While we seek to protect your information to ensure that it is kept confidential, we cannot guarantee the security of any information. You should be aware that there is always some risk involved in transmitting information over the internet and that there is also some risk that others could find a way to thwart our security systems. Such breaches can lead to things such as reputational harm, fraud or identity theft. Therefore, we encourage you to exercise discretion regarding the Personal Data you choose to disclose. If you feel that your privacy was treated not in accordance with our Policy, or if any person attempted to abuse the Services or acted in an inappropriate manner, please contact us directly via our contact details available below.

8. Minors

Our Services are only eligible to individuals who are the greater of eighteen (18) years of age or the age of legal majority in their jurisdiction ("**Applicable Age**"). We do not knowingly collect or solicit Personal Data from anyone under the Applicable Age. By accessing, using or interacting with our Services, you certify to us that you are not under the Applicable Age. In the event that we learn that we have collected Personal Data from an individual under the Applicable Age without verification of parental consent, we will delete that information upon discovery. If you believe that we might have any information from or about an individual under the Applicable Age, then please contact us through the contact details available below.

9. Retention

We will retain your Personal Data for as long as necessary to provide our Services, and as necessary to comply with our legal obligations, resolve disputes, and enforce our policies. Retention periods will be determined to take into account the type of information that is collected and the purpose for which it is collected, bearing in mind the requirements applicable to the situation and the need to destroy outdated, unused information at the earliest reasonable time.

10. Updates to this Policy

We reserve the right to change this Policy at any time. The most current version will always be posted on our Website (as reflected in the “Last Updated” heading). You are advised to check for updates regularly. By continuing to access or use our Services after any revisions become effective, you agree to be bound by the updated Policy.

11. Contact Us

If you have any further questions, please contact us by email at: support@beehero.io

BeeHero Ltd.

Physical address: 4225 S Highland Ave Del Rey, CA 93616