

# Bayes Privacy Policy

**Effective Date: September 24, 2020**

In this Privacy Policy, we describe how Bayes Technologies, inc., (“Bayes,” “we,” “us,” or “our”) collects, uses, and discloses your information. We also describe the rights and choices you have regarding our use of your information.

This Privacy Policy applies to the information that we collect about users of the Bayes website (<https://bayes.com/>) and any other Bayes services that link to this Privacy Policy. We refer to our website, desktop and mobile application and the services available through and related to them as, collectively, the “Services.” Your use of the Services is subject to this Privacy Policy and our [Terms of Service](#).

Information collected through the Services is controlled by Bayes, which is headquartered in the United States. Bayes’s address is 340 S Lemon Ave #9182. Walnut, CA 91789

PLEASE READ THIS PRIVACY POLICY CAREFULLY TO UNDERSTAND HOW WE HANDLE YOUR INFORMATION. IF YOU DO NOT AGREE TO THIS PRIVACY POLICY, PLEASE DO NOT USE THE SERVICES.

This Privacy Policy contains the following sections:

1. [The Information We Collect](#)
2. [How We Use Your Information](#)
3. [Legal Bases for Use of Your Information](#)
4. [Cookies and Similar Technologies](#)
5. [Online Analytics and Advertising](#)
6. [How We Share and Disclose Your Information](#)
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## 1. THE INFORMATION WE COLLECT

We obtain a variety of information from and about you as you use the Services. Please note that we need certain types of information so that we can provide the Services to you. If you do not provide us with certain information, or ask us to delete it, you may no longer be able to access or use our Services.

### a. Information You Provide to Us

Bayes collects information directly from you through your use of our Services. For example, Bayes collects information from you through:

- Your account registration and administering your account
- Your communications and dealings with us (including on our website and interactive chat function, desktop and mobile applications, on third-party social media sites, and by mail or email)
- Your feedback, reviews, comments, and other posts to our Services
- Your employment applications submitted through our website
- Your requests for customer support and technical assistance

We will collect any information that you choose to provide to us. The information we collect generally includes your name, login information (username, email and password), and contact information (address and phone number), as well as details about customer service interactions with us. If you make a purchase through the Services, we or our payment processors will also collect information such as your financial account information and billing address. If you apply for an employment position with us, we will collect your name, email address, cover letter, resume/CV, and LinkedIn profile information.

You may also submit, post, upload, or otherwise make available (collectively, "Post") certain content through our Services. For example, you may Post reviews, ratings, and other content such as videos, questions, comments, ideas, designs, features, plans, and other feedback (collectively, "User Content"). User Content may be publicly viewable by other users. For example, if you post a rating or review, then that rating or review will be displayed along with your name and geographic location, if you choose to provide such information. Please review our [Terms of Service](#) for more information about our rights with regard to your User Content.

### b. Information We Collect Through Automated Means

When you use our Services, we collect certain information automatically as described in this section. We and our service providers (which are third-party companies that work on our behalf) may use a variety of technologies, including cookies and similar tools, to assist in collecting this information. You can learn more about our use of cookies and similar tools in the "Cookies and Similar Technologies" section below.

Website. When you use our website, we collect and analyze information such as your IP address, browser characteristics, device IDs, operating system, the state or country from which you accessed the Services, referring and exit pages and URLs, platform type, the number of clicks, files you download, domain names, landing pages, pages viewed and the order of those pages, the amount of time spent on particular pages, the date and time you used the Services and upload or post content, error logs, language preferences, and other similar information.

Desktop Application. When you use our desktop application, we and our service providers automatically receive certain information about the computer, mobile phone, tablet, or other device used to access the application, including a device identifier, IP address, operating system, version, whether and when you update the app, date and time of use, duration of use, and how you use the application.

Mobile Application. When you use our mobile application, we and our service providers automatically receive certain information about the mobile phone, tablet, or computer used to access the application, including a mobile device identifier, IP address, operating system, version, whether and when you update the app, date and time of use, duration of use, and how you use the application.

Location Information. When you use the Services, we and our service providers collect general location information from your computer or mobile device. "General" location information means information about the city and state in which your device is located based on its IP address. This information allows us to give you access to content that varies based on your general location. We will ask your permission before collecting your precise GPS location information. In such instances, we will use your precise geo-location information to provide customized services, content, promotional offers, and other information that may be of interest to you. You can disable geo-location tracking on your device. For more information, see the "Your Rights Regarding Your Information and Your Marketing Choices" sections below.

#### c. Information We Collect from Other Content Providers or Social Media Platforms

If you connect our Services with social media platforms (such as through a social media log-in feature), we may have access to and store additional information about your interaction with those providers as it relates to use of the Services. If you do not wish to have this information shared, do not initiate these connections.

When you "like" or "follow" us on Facebook, Instagram, Twitter, or other social media sites, we may collect some information from you including your name, e-mail address, and any comments or content you post relevant to us. We also collect your information if you sign up for one of our promotions or submit information to us through social media sites.

#### d. Information We Collect from Others

We may also receive additional information, such as demographic and statistical information, from third parties, such as business partners, marketers, researchers, analysts, and other parties that we may attribute to you based on your assignment to certain statistical groups.

## 2. HOW WE USE YOUR INFORMATION

We and our service providers use the information described above to:

- Administer your account, including to process your registration and verify your information
- Provide, enhance and manage the Services, including by providing content recommendations and personalizing the content and advertising you see
- Respond to your requests for information and provide you with more effective and efficient customer service
- Conduct internal business operations in support of our Services, such as auditing, security, resolving crashes, preventing fraud, invoicing and accounting, sales and marketing, analytics, and research and development
- Review and process employment applications
- Contact you regarding Bayes and third-party products, services, surveys, research studies, promotions, special events, and other subjects that we think may be of interest to you
- Comply with laws, regulations, and other legal process and procedures
- Establish, exercise, or defend our legal rights
- Take steps that we reasonably believe to be necessary to protect the safety, security, and rights of Bayes, its employees, service providers, and others

Please note that we may combine the information we collect through the Services with information that we collect automatically or receive from other sources and use such combined information in accordance with this Privacy Policy.

We may also aggregate or de-identify any information collected through the Services in such a way that we cannot reasonably link information to you or your device. We may use such aggregate or de-identified information for any purpose, including without limitation for research and marketing purposes.

## 3. LEGAL BASES FOR USE OF YOUR INFORMATION

Some countries require that companies only process your “Personal Data” (as that term is defined in the EU General Data Protection Regulation) if they have a “legal basis” (or justifiable need) for processing your Personal Data. To the extent those laws apply, our legal bases for processing Personal Data are as follows:

- Where your Personal Data is necessary to perform our obligations pursuant to a contract (or pending contract) with you. For example, we will process your Personal Data to comply with our [Terms of Service](#) to enter into a contract with you, and to honor our commitments in any contracts that we have with you.
- Where your Personal Data is necessary for our legitimate interests or the legitimate interests of others. For example, we will process your Personal Data to operate our business and our Services; identify and fix any issues with our Services; provide security for our Services;

perform internal analytics and research concerning the Services; improve the Services; test and create new services; make and receive payments; comply with legal requirements and defend our legal rights; and prevent fraud.

- Where use of your Personal Data is necessary for us to comply with our legal obligations. For example, we will process your Personal Data to comply with tax and employment laws.
- Where we have your consent. For example, where a country requires that we obtain your consent before we process certain data, we will seek your consent in accordance with those countries' requirements.

#### **4. COOKIES AND SIMILAR TECHNOLOGIES**

To collect the information in the “Information We Automatically Collect” section above, we and our service providers use Internet server logs, cookies, tags, tracking pixels, and other similar tracking technologies. We use these technologies in order to offer you a more tailored experience in the future by understanding and remembering your particular browsing preferences.

- A web server log is a file where website activity is stored.
- A cookie is a small text file that is placed on your computer or mobile device when you visit a website, and it enables us to: (i) recognize your computer; (ii) store your preferences and settings; (iii) understand the web pages of the Services you have visited; (iv) enhance your user experience by delivering and measuring the effectiveness of content and advertising tailored to your interests; (v) perform searches and analytics; and (vi) assist with security and administrative functions.
- Tracking pixels (sometimes referred to as web beacons or clear GIFs) are tiny electronic tags with a unique identifier embedded in websites, online ads, and/or email that are designed to: (i) collect usage information like ad impressions or clicks and email open rates; (ii) measure popularity of the Services and associated advertising; and (iii) access user cookies.

As we adopt additional technologies, we may also gather information through other methods.

Please note that you can change your settings to notify you when a cookie is being set or updated, or to block cookies altogether. Please consult the “Help” section of your browser for more information (e.g., [Internet Explorer](#); [Google Chrome](#); [Mozilla Firefox](#); or [Apple Safari](#)). Please note that by blocking, disabling, or managing any or all cookies, you may not have access to certain features or offerings of the Services.

#### **5. ONLINE ANALYTICS AND ADVERTISING**

##### **a. Analytics**

We may use third-party web analytics services (such as those of Google Analytics) on our Services to collect and analyze usage information through cookies and similar tools; engage in auditing, research, or reporting; assist with fraud prevention; and provide certain features to you. To prevent Google Analytics from using your information for analytics, you may install the Google Analytics Opt-out Browser Add-on by [clicking here](#).

If you receive email from us, we may use certain analytics tools, such as tracking pixels, to capture data such as when you open our message or click on any links or banners our email contains. This data allows us to gauge the effectiveness of our communications and marketing campaigns.

#### b. Online Advertising

The Services may allow third-party advertising technologies (e.g., ad networks and ad servers such as Google Display Network and others) to place cookies or other tracking technologies on your computer, mobile phone, or other device to collect information about you to assist in the delivery of relevant advertising on the Services, as well as on other websites you visit and other services you use. These ads may be based on your current activity or your activity over time and across other websites and online services and may be tailored to your interests.

We also sometimes provide our customer information (such as email addresses) to service providers, who may “match” this information in de-identified form to cookies (or mobile ad identifiers) and other proprietary IDs, in order to provide you with more relevant ads when you visit other websites and mobile applications.

We neither have access to, nor does this Privacy Policy govern, the cookies or other tracking technologies that may be placed on the device you use to access the Services by such non-affiliated third parties. If you are interested in more information about tailored browser advertising and how you can generally control cookies from being put on your computer to deliver tailored advertising, you may visit the [Network Advertising Initiative's Consumer Opt-Out link](#), the [Digital Advertising Alliance's Consumer Opt-Out link](#), or [Your Online Choices](#) to opt out of receiving tailored advertising from companies that participate in those programs. To opt-out of Google Analytics for display advertising or customize Google display network ads, visit the [Google Ads Settings page](#). Please note that these opt-outs apply per device, so you will have to opt-out for each device through which you access our Services.

#### c. Notice Concerning Do Not Track.

Do Not Track (“DNT”) is a privacy preference that users can set in certain web browsers. We are committed to providing you with meaningful choices about the information collected on our website for third-party purposes, which is why we describe a variety of opt-out mechanisms above. However, we do not currently recognize or respond to browser-initiated DNT signals. Learn more about [Do Not Track](#).

## 6. HOW WE SHARE AND DISCLOSE YOUR INFORMATION

We and our service providers will share the information we collect from and about you as detailed in “Information We Collect” section above in the following ways:

- *Service Providers.* We provide access to or share your information with select third parties who perform services on our behalf, such as sales, marketing, advertising, analytics, research, customer service, data storage, security, fraud prevention, payment processing, and legal services.
- *Affiliates and Subsidiaries.* We provide access to or share your information with current or future affiliates and subsidiaries for the purposes described in this Privacy Policy.
- *Protection of Bayes and Others.* By using the Services, you acknowledge and agree that we may access, retain and disclose the information we collect and maintain about you if required to do so by law or in a good faith belief that such access, retention, or disclosure is reasonably necessary to: (i) comply with law or legal process (e.g., a subpoena or court order); (ii) enforce our [Terms of Service](#), this Privacy Policy, or other contracts with you, including investigation of potential violations thereof; (iii) respond to claims that any content violates the rights of third parties; (iv) respond to your requests for customer service; and/or (v) protect the rights, property or personal safety of Bayes, its agents and affiliates, its users, and/or the public. This includes exchanging information with other companies and organizations for fraud protection, and spam/malware prevention, and similar purposes.
- *Business Transfers.* As we continue to develop our business, we may buy, merge, or partner with other companies. In such transactions (including in contemplation of such transactions), user information may be among the transferred assets. If a portion or all of our assets are sold or transferred to a third party, customer information (including your email address) would likely be one of the transferred business assets. If such transfer is subject to additional mandatory restrictions under applicable laws, Bayes will comply with such restrictions.
- *Your Consent.* If you have consented to our sharing of your information, we will also share your information consistent with your consent.

## **7. RETENTION OF YOUR INFORMATION**

We keep your information for no longer than necessary for the purposes for which it is processed. The length of time for which we retain information depends on the purposes for which we collected and use it and/or as required to comply with applicable laws.

## **8. THIRD-PARTY LINKS AND FEATURES**

The Services may contain links to third-party websites or plug-ins (e.g., Facebook), or allow you to integrate with third-party services. If you choose to use these websites, plug-ins, or services, you may disclose your information not just to those third parties, but also to their users and the public more generally depending on how their services function. If you choose to use these services and initiate these connections, Bayes is not responsible for the content or practices of such third-parties. The collection, use, and disclosure of your information will be subject to the privacy policies of the

third-party websites or services, and not this Privacy Policy. We urge you to read the privacy and security policies of these third parties to understand their practices.

## **9. YOUR RIGHTS REGARDING YOUR INFORMATION**

You may have certain rights with respect to your information as further described in this section. Please note your rights vary depending upon your location, and that we may request you provide us with information necessary to confirm your identity before responding to your request as required or permitted by applicable law. Certain information may be exempt from such requests under applicable law. For example, we need certain types of information so that we can provide the Services to you or to comply with a legal obligation. In some circumstances if you still ask us to delete your information, you may no longer be able to access or use our Services.

European Union, UK, and Swiss Resident Privacy Rights:

If you are a citizen of the European Economic Area (“EEA”), the United Kingdom, or Switzerland, you may request that we:

- provide access to and/or a copy of certain information we hold about you
- delete certain information which we are holding about you
- prevent the processing of your information for direct-marketing purposes (including any direct marketing processing based on profiling)
- update or rectify information which is out of date or incorrect
- oppose, cancel, or restrict the way that we process and disclose certain of your information
- transfer your information to a third-party provider of services
- revoke your consent for the processing of your information

To make such a request, please contact us at [legal@bayes.com](mailto:legal@bayes.com), and include “EU Data Subject Request” in the subject line.

California Resident Privacy Rights:

If you are a California resident, California law requires us to provide you with some additional information regarding how we collect, use, and share your “personal information” (as defined in the California Consumer Privacy Act (“CCPA”).

A. Categories of Personal Information We Collect Throughout this Policy, we discuss in detail the specific pieces of personal information we collect from and about our users. Under the CCPA, we are also required to provide you with the “categories” of personal information we collect. The categories we collect are:

- Contact Information (such as name, phone number, address, email address)
- Log-in information (such as your username and password)
- Commercial information (information about your transactions with us)

- Financial Information (such as, if you make a purchase, credit card information)
- Geolocation Information (such as your approximate location as determined through IP address or precise location in accordance with your device settings);
- Device and Online Information (such as mobile device content, IP address, browsing history, and usage information);
- Employment information (such as, if you apply for a job with us, your title, resume, and job history)
- User-generated content (such as any information you choose to post on the Services that may be viewable by others)

B. How we source, use, and share these categories of personal information. We source, use, and share the categories of personal information we collect from and about you consistent with the various business and operational purposes we discuss throughout this Privacy Policy and for the business and operational purposes of our service providers in accordance with the CCPA. See the “Information We Collect,” “How We Use Information” and “How We Share and Disclose Information” sections above for more information.

Please note that the CCPA sets forth certain obligations for businesses that “sell” personal information to third parties. We do not engage in such activity and have not engaged in such activity in the past twelve months from the effective date of this Policy.

C. Your California Privacy Rights. If you are a California resident, the CCPA allows you to make certain requests about your personal information. Specifically, the CCPA allows you to request us to:

- Inform you about the categories of personal information we collect or disclose about you; the categories of sources of such information; the business or commercial purpose for collecting your personal information; and the categories of third parties with whom we share/disclose personal information.
- Provide access to and/or a copy of certain personal information we hold about you.
- Delete certain personal information we have about you.

The CCPA further provides you with the right not to be discriminated against (as provided for in applicable law) for exercising your rights. Please note that certain information may be exempt from such requests under California law. For example, we need certain information in order to provide the Service to you. We also will take reasonable steps to verify your identity before responding to a request. In doing so, we may ask you for verification information so that we can match at least two verification points with information we maintain in our files about you. If we are unable to verify you through this method, we shall have the right, but not the obligation, to request additional information from you. If you would like further information regarding your legal rights under California law or would like to exercise any of them, or if you are an authorized agent making a request on a California consumer’s behalf, please contact us at [legal@bayes.com](mailto:legal@bayes.com).

The California “Shine the Light” law gives residents of California the right under certain circumstances to request information from us regarding the manner in which we share certain categories of personal information (as defined in the Shine the Light law) with third parties for their direct marketing purposes. We do not share your personal information with third parties for their own direct marketing purposes.

Nevada Do Not Sell Notice:

Under Nevada law, certain Nevada consumers may opt out of the sale of “personally identifiable information” for monetary consideration (as such terms are defined under Nevada law) to a person or that person to license or sell such information to additional persons. We do not engage in such activity; however, if you are a Nevada resident and you have purchased products or services from us, you may submit a request to opt out of any potential future sales under Nevada law by emailing us at: [legal@bayes.com](mailto:legal@bayes.com). Please note we may take reasonable steps to verify your identity and the authenticity of the request. Once verified, we will maintain your request in the event our practices change.

## **10. MARKETING CHOICES**

If we are legally permitted to send you marketing communications in your jurisdiction (based on our relationship with you, your consent, or applicable law), you may instruct us not to use your contact information to contact you by email, postal mail, or phone regarding products, services, promotions and special events that might appeal to your interests by contacting us using the information below. In commercial email messages, you can also opt-out by following the instructions located at the bottom of such emails. Please note that, regardless of your request, we may still use and share certain information as permitted by this Privacy Policy or as required by applicable law. For example, you may not opt-out of certain operational emails, such as those reflecting our relationship or transactions with you.

## **11. CHILDREN’S PRIVACY**

The Services are intended for general audiences and not for children. If we become aware that we have collected “personal information” (as defined by the United States Children’s Online Privacy Protection Act) from children under the age of 13 without parental consent, we will take reasonable steps to delete it as soon as possible. We also do not knowingly process Personal Data of EU residents under the age of 16 without parental consent. If we become aware that we have collected data from an EU resident under the age of 16 without parental consent, we will take reasonable steps to delete it as soon as possible. We also comply with other age restrictions and requirements in accordance with applicable local laws. If you are the parent or legal guardian of a child under 13 who has created an account on Bayes, then please contact us at [legal@bayes.com](mailto:legal@bayes.com) to have that child’s account terminated and personal information deleted.

## **12. INTERNATIONAL USERS**

Bayes is located in the United States and is subject to U.S. law. If you are accessing the Services from outside the United States, please be advised that U.S. law may not offer the same privacy protections as the laws in your jurisdiction. By accessing and using the Services, you agree to the transfer to and processing of your information in the United States in accordance with this Privacy Policy.

### **13. HOW WE PROTECT YOUR INFORMATION**

We take measures to protect your information against accidental or unlawful destruction or accidental loss, alteration, unauthorized disclosure, or access. However, no method of transmission over the internet, and no means of electronic or physical storage, is absolutely secure. By using our Services, you acknowledge and accept that we cannot guarantee the security of your information transmitted to, through, or on our Services and that any such transmission is at your own risk.

### **14. EMPLOYMENT APPLICATIONS**

The Services may contain careers sections that allow you to apply for employment at Bayes. As part of the recruitment process, Bayes collects a variety of information, including your contact information and your job qualifications. Bayes will use and share the information you provide through the recruitment process only for employment purposes, such as evaluating you for a job opportunity or communicating with you about your interests, and where sharing is required by law. If you have any questions about the handling of your employment application data, please contact us through one of the methods described in the “Contact Information” section below.

### **15. CHANGES TO OUR PRIVACY POLICY**

We reserve the right to amend this Privacy Policy at any time. We will make the revised Privacy Policy accessible through the Services, so you should review the Privacy Policy periodically. You can know if the Privacy Policy has changed since the last time you reviewed it by checking the “Effective Date” at the top of this Privacy Policy. If we make a material change to this Privacy Policy, we will provide you with notice in accordance with legal requirements. By continuing to use the Services, you are confirming that you have read and understood the latest version of this Privacy Policy.

### **16. CONTACT INFORMATION**

If you wish to contact us or have any questions about or complaints in relation to this Privacy Policy, please email us at [legal@bayes.com](mailto:legal@bayes.com).

Bayes Technologies, inc.  
340 S Lemon Ave #9182  
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