

PRIVACY POLICY

Last revised: September 17, 2015

1. Introduction

Welcome to <http://beco.io> (the “Site”). The Site is owned and operated by Beco, Inc. and its affiliates. This Privacy Policy describes how we collect, use, store and share information about you through this Site. Please read this notice carefully to understand what we do. If you do not understand any aspects of this Privacy Policy, please feel free to contact us at info@beco.io.

This Privacy Policy applies only to information we collect at and through the Site. This Site may contain links to third party sites that are not owned or controlled by us. Please be aware that we are not responsible for the privacy practices of such sites, and we encourage you to read the privacy statements of such third party websites prior to your use thereof.

2. WHAT INFORMATION WE COLLECT AND WHY WE COLLECT IT

You are not required to create an account or submit your personal information to us in order to use the Site. However, your personal information may be required in order to access features or areas, such as registering for an online account at the Site or signing up for newsletters. The information that we require for these features may include information such as your name and email address.

We collect non-personal information as you use our Site, such as your IP address, browser type, computer or device type, unique device identifiers, operating system version, the website from where you navigated to our Site, time and date of using our Site, the name of your Internet service provider (ISP), and location information.

When you visit our Site we may send one or more “cookies” to your computer or other device. A cookie is a small file containing a string of characters that is sent to your computer when you visit a website. When you visit the website again, the cookie allows that site to recognize your browser. Cookies may store unique identifiers, user preferences and other information. We use cookies to improve the quality of our service, including storing user preferences, tracking user trends and providing relevant advertising to you.

Additionally, we may use “pixel tags,” also known as “web beacons,” which are small graphic files that allow us to monitor the use of our websites. A pixel tag is placed on a website or within the body of an email for the purpose of tracking activity on websites, or when emails are opened or accessed, and is often used in combination with and for the same purpose as cookies.

3. HOW WE USE AND SHARE YOUR INFORMATION

We collect information from you so that we can provide you with your requested services. For example, we use your personal information to contact you about your account, send you information about our services, and send you newsletters, advertisements, and other promotional communications that you may request.

We may use third parties service providers to help host and administer our Site, send out email and to provide marketing and advertising services for us. These service providers may have access to your

personal information in order to provide these services, but when this occurs we implement reasonable contractual and technical protections to limit their use of such personal information.

We may also use your browsing and shopping history to provide relevant interest-based advertising to you. These interest-based ads may be presented to you while you are browsing our Site.

4. ACCESS TO YOUR INFORMATION AND CHOICES YOU CAN MAKE

You can access and update certain personal information we have relating to your online account you may contact us via email at info@beco.io or call us at (617) 500-6780. You may opt-out of receiving marketing and promotional e-mails from us by using the opt-out or unsubscribe feature contained in e-mails sent from or on behalf of us.

We may share personal information with certain third parties if we have a good-faith belief that such access, use, preservation or disclosure of the information is legally required or necessary to protect against harm to our rights, property or the safety of our users, customers, or the public, and to the extent as required or permitted by law.

If the ownership of our business changes or we transfer assets relating to our business to a third party, such as by merger, acquisition, bankruptcy proceeding or otherwise, we may need to transfer or sell your personal information to the new owner. In such a case, your information will remain subject to the promises made in the applicable privacy policy unless you expressly agree otherwise.

If you are under the age of 13, please do not attempt to register with us at this Site or provide any personal information about yourself to us. If we learn that we have collected personal information from a child under the age of 13, we will promptly delete that information. If you believe we have personal information of a child under the age of 13, please contact us via email at info@beco.io or call us at (617) 500-6780.

5. SECURITY OF YOUR INFORMATION

In order to help secure your personal information, access to personal information on our Site is limited, and any sensitive data that you may provide is protected by encryption when it is exchanged between your web browser and our Site. We use industry standard physical, technical, and administrative security measures to protect your personal information. However, since the Internet is not a 100% secure environment, we cannot guarantee, ensure, or warrant the security of any information that you transmit to us. Please also note that e-mails and other communications you send to us through our Site are not encrypted, and we strongly advise you not to communicate any confidential information through these means.

6. CALIFORNIA PRIVACY RIGHTS

Under California's "Shine the Light" law, California residents who provide personal information in obtaining products or services for personal, family or household use are entitled to request and obtain from us information about the personal information we shared, if any, with other businesses for their own direct marketing uses. If applicable, this information would include the categories of personal information and the names and addresses of those businesses with which we shared such personal information for the immediately prior calendar year (e.g. requests made in 2015 will receive information regarding 2014 sharing activities). You may request such information from us once per calendar year.

To obtain this information, please send an email message to info@beco.io with “Request for California Privacy Information” in the subject line and in the body of your message. We will provide the requested information to you at your e-mail address in response. Please be aware that only information on covered sharing will be included in our response.

7. CHANGES TO OUR PRIVACY POLICY

Our Privacy Policy may change from time to time. We will not reduce your rights under this Privacy Policy without providing you with notice. We will post any changes to our Privacy Policy on this page and, if the changes are material, we will provide a more prominent notice (including, for certain services, email notification of Privacy Policy changes). Prior versions of this Privacy Policy are kept in an archive for your review.

8. QUESTIONS AND HOW CONTACT US

If you have any questions, concerns, complaints or suggestions regarding our Privacy Policy or otherwise wish to contact us, please contact us via email at info@beco.io or call us at (617) 500-6780. You may also contact us by mail at the following address:

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