

sBOLD MINDS

PRIVACY NOTICE

Last Modified: October 16, 2024

- **INTRODUCTION**

Bold Minds LLC (“**Bold Minds**”, “**we**”, “**our**”, or “**us**”) respects your privacy and are committed to protecting it through our compliance with this Privacy Notice (“**Notice**”). We provide our customers (“**Customers**”, “**you**”, “**your**”) the solutions they need to eliminate the complexities of data management. We are committed to being transparent in our handling and processing of personal data in accordance with applicable privacy and data protection laws.

This Notice describes our practices for collecting, using, maintaining, protecting, and disclosing your Personal Information (as defined below) on or through our websites, <https://boldminds.tech/> and <https://traverzer.tech/> (“**Websites**”), any related applications, products and platforms (collectively with the Website, the “**Service**” or “**Services**”) or anywhere this privacy Notice is posted as well as through any offline interactions. Please read this Notice carefully to understand our policies and practices regarding your information. If you do not agree with our terms, your choice is not to access or use our Services. By accessing or using the Services, you agree to this Privacy Notice.

This Notice may change from time to time (see **Changes to Our Privacy Notice**). Your continued access of our Services after we make changes is deemed to be acceptance of those changes, so please check the Last Modified Date at the top of this Notice, to ensure that you are viewing the most current version of this Notice.

- **WHAT, WHEN, HOW, AND WHY OF YOUR PERSONAL INFORMATION**

We collect several types of information from you and about users of our Services, such as personal information when you sign up for or order our Services. Personal information means information that identifies (whether directly or indirectly) a particular individual, such as the individual’s name, postal address and email address. (“**Personal Information**”).

Other types of information we collect is information related to how you use our

websites and applications, which helps us improve our Services. You expressly consent to receiving communications from Bold Minds through the information you provided to us. For more information on how to access and control your communication preferences, please see the **YOUR RIGHTS and the YOUR CHOICES REGARDING YOUR INFORMATION**, sections of this Notice below.

INFORMATION PROVIDED BY YOU OR ON YOUR BEHALF		
<p>When you provide us with information in connection with a particular activity or otherwise sign up for or order our products and Services or provide your contact information to us, including your email address or telephone number in connection with that activity, product or service, you agree that such action constitutes a purchase or inquiry establishing a business relationship with us.</p>		
Categories of Personal Information	How / When Personal Information is Collected	Purpose for Personal Data Collection
<p>Contact Information:</p> <ul style="list-style-type: none"> • Your full name • Email address • Company name • URL (to the extent a URL contains Personal Information) • Any Personal Information you willingly choose to share in the body of a webform. 	<ul style="list-style-type: none"> • When you input your contact information via our “Contact Us” form; or • When you sign up to receive the “Bold Minds Newsletter”. 	<ul style="list-style-type: none"> • To send you information about our Services; and/or • To send you information which you have requested (such as our newsletters); We send such communications based on your consent. You can ask us to stop such communications at any time by clicking on the unsubscribe link at the bottom of the message.
<p>Payment and Order Information:</p> <ul style="list-style-type: none"> • Full Name • Email Address • Billing Address <p>Banking Information (e.g., credit/debit card number)</p>	<ul style="list-style-type: none"> • You input this information when purchasing products or Services from our Website. Note that we use a third-party payment process to process your Order Information. For more information, see the HOW WE DISCLOSE AND SHARE YOUR INFORMATION section. 	<ul style="list-style-type: none"> • To provide the Services requested by you. Payment information is required to complete the purchase process. • To fulfill the contract between you and Bold Minds.

<p>User Contributions:</p> <ul style="list-style-type: none"> Any Personal Information you willingly choose to share in the body of a webform. 	<ul style="list-style-type: none"> You may have the ability to interact with parts of our Website or with us through third-party platforms, such as the ability to provide feedback or request product features on our Website. 	<ul style="list-style-type: none"> To respond to your inquiries; provision of customer support. To send you information about our Services.
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INFORMATION COLLECTED AUTOMATICALLY

As you navigate through and interact with our Services, We and our third-party service providers, including analytics and third-party content providers, may automatically collect certain information from you whenever you access or interact with the Service. We may combine this automatically collected log information with other information we collect about you. We do this to improve services we offer you, analytics, and site functionality.

Categories of Personal Information	How / When Personal Information is Collected	Purpose for Personal Data Collection
<p>Usage information:</p> <ul style="list-style-type: none"> Details of your visits to our Website or Services (e.g. links you’ve clicked on, content response times, location data, logs, and other similar communication data and statistics about your interactions) 	<ul style="list-style-type: none"> This information is automatically collected when you visit our Website. 	<ul style="list-style-type: none"> To analyze your use of the Services; To improve and develop our Website and Services and to enable us to offer new features and material.

<p>Device information:</p> <ul style="list-style-type: none"> Information about your computer and internet connection, including your Internet Protocol address, operating system, and browser type. 	<ul style="list-style-type: none"> This information is automatically collected when you visit our Website. 	<ul style="list-style-type: none"> To analyze your use of the Services; To protect the Services, our company, our employees, and our users from malicious attacks, hacking, fraud, or other illegal or unauthorized activity. To investigate and take steps to prevent potential fraud or other wrongdoing.
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Cookies and Other Automatic Data Collection Technologies

Bold Minds and its partners use cookies or similar technologies, which store certain information on your computer and allows us to, among other things, analyze trends, administer the Website, and to gather demographic information about our user base. The technology used to collect information automatically from Bold Minds users may include the following:

- Cookies:** Like many websites, we and our operational partners, analytics, and service providers use “cookies” to collect information. A cookie is a small data file that we transfer to your computer’s hard disk for record-keeping purposes. We use both persistent cookies that remain on your computer or similar device, and session ID cookies, which expire at the end of your browser session. We also use cookies to enhance the reliability, security and performance of our Website, including cookies are passed by our Web Application Firewall. You can control the use of cookies at the individual browser level, but if you choose to disable cookies, it may limit your use of certain features or functionality of the Website.
- Web Beacons:** Web beacons are small graphics with a unique identifier that may be invisible to you, and which are used to track the online activity of Internet users.
- Embedded Scripts:** An Embedded Script is programming code that is designed to collect information about your interactions with the Services, such as the links you click on. The code is temporarily downloaded onto your computer or other device and is deactivated or deleted when you disconnect from the Service.

Do Not Track Signal

Do Not Track (DNT) is a privacy preference that users can set in some web browsers, allowing users to opt out of tracking by websites and online services. We do not honor browser requests not to be tracked online (known as “Do Not Track”), but our cookie Notice above describes how you can opt out of receiving cookies.

- **HOW WE DISCLOSE AND SHARE YOUR INFORMATION**

We may share information we receive about you as follows or as otherwise described in this Privacy Notice. When we disclose Personal Information, the recipient is required to keep that Personal Information confidential, secure and process the Personal Information only for the specific purpose for which they are engaged:

- **Service Providers:** We employ third party companies and individuals to provide Services on our behalf, to perform Service-related operations such as website maintenance database management, web analytics, payment processing, fraud detection or email marketing.
 - We use Stripe for payment processing. To learn more about Stripe’s data privacy policies see <https://stripe.com/privacy>
 - We use Supabase to authenticate visitors. To learn more about Supabase’s data privacy policies see <https://supabase.com/privacy>
 - We use Plausible.io for our analytics. To learn more about Plausible’s data privacy policies see <https://plausible.io/data-policy>
 - We use Resend as our email provider. To learn more about Resend’s data privacy policies see <https://resend.com/legal/privacy-policy>
 - We use Neo4j for data hosting services. To learn more about Neo4j’s data privacy policies see <https://legal.neo4j.com/#privacy-policy>
 - We use Productboard for product management. To learn more about Product’s data privacy policies see <https://www.productboard.com/privacy-policy/>
- **Corporate Transactions:** We may sell, transfer, or otherwise share some or all of our assets, including your Personal Information, in connection with a merger, acquisition, reorganization or sale of assets (including, in each case, as part of the due-diligence process with any potential acquiring entity) or in the event of bankruptcy.

- **If Required by Law:** Bold Minds will share Personal Information with government agencies as required by law in response to lawful requests by public authorities, including to meet national security or law enforcement requirements and, including without limitation, in connection with reporting earnings.
- **YOUR CHOICES REGARDING YOUR INFORMATION**

You have several ways to exercise control over your information:

- *E-Mail:* You may opt-out of receiving marketing emails from us by following the opt-out instructions provided in those emails. Please note that we reserve the right to send you certain communications relating to your account or use of the Service (for example, administrative and service announcements) via email and other means and these transactional account messages may be unaffected if you opt-out from receiving marketing communications.
- *Providing Consent:* You may choose whether to receive from us offers and promotions for: our products and services, the products or services of third parties, or products and services that we think may be of interest to you, by providing your consent (for example, by clicking an unticked checkbox).
- *Contact Us:* You may contact us at privacy@boldminds.tech to learn more about your rights and choices regarding your Personal Information.

Please be aware that if you do not allow us to collect Personal Information from you, we may not be able to deliver certain experiences, products, and services to you, and some of our Services may not be able to take account of your interests and preferences.

- **YOUR RIGHTS REGARDING YOUR INFORMATION**

Depending on where you are located, you may have certain rights regarding your Personal Information. Residents of certain jurisdictions may access, correct, update or delete your personal information; object to our processing of this information, ask us to restrict our processing of your personal information, or request portability of your personal information. Please see the please see the **YOUR RIGHTS and the YOUR CHOICES REGARDING YOUR INFORMATION, sections of this Notice** to learn more about exercising your rights.

Your Personal Information is primarily used to provide you with the Services you request. It may also be used to comply with legal obligations we are subject to or to

fulfill our legitimate interests, such as to personalize your experience, develop and improve our services or to detect illegal activities. With your prior consent, it may also be used to send you offers and promotions.

Upon request Bold Minds will provide you with information about whether we hold any of your Personal Information. You are responsible for maintaining the accuracy of the information you submit to us, such as your contact information. You may access, correct, or request deletion of your personal information by making updates to that information by accessing your Account settings or by contacting at privacy@boldminds.tech

If you request to access all Personal Information you've submitted, we will respond to your request to access within the time period required by applicable law. We will use commercially reasonable efforts to honor your requests for deletion; however, certain residual information may actively persist on the Service even if you close your account. Your Personal Information may remain in our archives and information you update or delete, or information within a closed account, may persist internally for our administrative purposes, to the extent permitted by law.

California Residents – Your California Privacy Rights

If you are a California resident, the California Consumer Privacy Act (“CCPA”) and California Consumer Privacy Rights Act, amending the CCPA (“CPRA”) (collectively the CCPA and CPRA are the “California Privacy Laws”) provide you with additional privacy rights with respect to our collection, use and disclosure of your Personal Information, including:

- The right to know what Personal information we have collected and how we have used and disclosed that Personal Information in the 12-month period preceding your request.
 - We collected the following categories of Personal Information in the last 12 months: identifiers/contact information, payment card information associated with you, commercial information, Internet or other electronic network activity information, geolocation data, audio, electronic, visual or similar information, and inferences drawn from the above.
 - The sources of Personal Information from whom we collected are directly from Bold Minds users.
 - Please see the above section within this Notice titled **WHAT, WHEN, HOW, AND WHY OF YOUR PERSONAL INFORMATION**, to see the full list of categories of Personal Information we have collected about you.

- Please see the above sections please see the **YOUR RIGHTS and the YOUR CHOICES REGARDING YOUR INFORMATION, sections of this Notice**, to see applicable business or commercial uses and disclosures of your Personal Information.
- **The right to request deletion** of your Personal Information.
- **The right to be free from discrimination** related to the exercise of any of your privacy rights.
- **The right to opt out** of the sale of your Personal Information, and to request information about whether we have sold your Personal Information in the past 12 months.
 - **We have not sold Personal information in the past 12 months.**
- **The right to correct inaccurate your Personal Information**; and
- **The right to limit the use and disclosure of your sensitive Personal Information.**

For more information on how to exercise any applicable rights you may have under California Privacy Laws, please contact us at privacy@boldminds.tech. Please note that we may require you to verify your credentials, by matching your e-mail address, or other account information to the information in our systems, before you can submit a request to exercise any of these rights. If you authorize another person to act as your agent to submit requests on your behalf, then unless you provide the agent with power of attorney under the California Probate Code, we will ask the agent to provide us the written and signed authorization that you provided to the agent, we will confirm with you that you did provide the authorization, and we will verify your identity.

- **CHILDREN’S PRIVACY**

The Service is general audience and intended for users 18 and older. We do not intentionally collect or process the Personal Information of children.

- **INTERNATIONAL JURISDICTIONS**

Our Services are hosted and offered in the United States of America (US), and are subject to US federal, state, and local law. If you are accessing the Services from another country, please be advised that you may be transferring your personal information to us in the US, and you consent to that transfer, processing and storage of your personal information in accordance with this Privacy Notice. You also agree to abide by the applicable laws of applicable US federal, state, and local laws concerning your use of the Services and your

agreements with us. Any persons accessing our Services from any jurisdiction with laws or regulations governing the use of the Internet, including the collection, use, or disclosure of personal information, different from those of the jurisdictions mentioned above may only use the Services in a manner lawful in their jurisdiction. If your use of the Services would be unlawful in your jurisdiction, you may not use our Services.

- **SECURITY**

We use physical, technical and organizational measures designed to protect your information against unauthorized access, theft and loss. We restrict access to your personal information to those employees who need to know that information to service your account or perform their job functions.

Although we take precautions intended to help protect information that we process, no system or electronic data transmission is completely secure. Any transmission of your Personal Information is at your own risk, and we expect that you will use appropriate security measures to protect your personal information.

You are responsible for maintaining the security of your account and the information in your account. We may suspend your use of all or part of the Services without notice if we suspect or detect any breach of security. You understand and agree that we may deliver electronic notifications about breaches of security to the email address on record on your account.

- **DATA RETENTION**

Unless you request that we delete certain information (please see the **YOUR RIGHTS and the YOUR CHOICES REGARDING YOUR INFORMATION, sections of this Notice**), We will retain your personal information for the period necessary to provide our services to you and to fulfill the purposes outlined in this Privacy Notice unless a longer retention period is required or permitted by law.

- **LINKS TO OTHER SITES**

Our Services may include links to third-party websites and services that are not operated by us. When you click these links, you will be directed away from our Services. A link to a third-party website or service does not mean that we endorse it, or the quality or accuracy of information presented on it. If you decide to visit a third-party website or service, you are subject to its privacy practices and policies, not ours. This Privacy Notice

does not apply to any personal information that you provide to these other websites and services.

- **CHANGES TO THIS NOTICE**

Bold Minds may update this Privacy Notice at any time and any changes will be effective upon posting, and where required by applicable law, we will obtain your consent. In the event that there are material changes to the way we treat your Personal Information, we will update the **Last Modified** date at the top of this Notice upon becoming effective and email registered Bold Minds users at the email address provided in users' Accounts.

- **HOW TO CONTACT BOLD MINDS**

If you have any questions about this Privacy Notice, please contact us at:
privacy@boldminds.tech