

Privacy Policy

Latest Update Date: [2025/6/13]

BesCARD ("BesCARD," "we," "us," or "our"), is committed to protecting your privacy. This Privacy Policy describes our practices regarding the collection, use, and sharing of information in connection with the BesCARD website, mobile applications, and other services provided by us and our affiliates (collectively, the "Services").

1. Types of Information We Collect

We collect information about users as described below:

1.1. Information You Provide to Us

- 1.1.1. **Account Information:** When you create an account or use our Services, you provide specific information. We collect this information and other data you add to your account, such as email addresses, usernames, linked social media accounts, favorited items, watchlisted collections, and other information you provide. Your account information (except your email address) will be publicly visible. Please note that even if you delete public content from your BesCARD account, it may still exist elsewhere on the internet.
- 1.1.2. **Verification Information:** We may collect information to verify your account or identity, such as your phone number, email address, or information related to the authentication app you use.
- 1.1.3. **Preferences:** Our Services allow you to store preferences, such as content display settings, notification preferences, and favorited content. We may associate these choices with your account, browser, and/or mobile device.
- 1.1.4. **Feedback:** If you provide feedback or contact us, we may receive your name and contact information (e.g., email address), as well as any other content included in or associated with your message.
- 1.1.5. **Other Information:** We also collect information and data at other points in our Services where you voluntarily provide it or where we state that information collection is occurring.

Additionally, similar to many Web3 services, your blockchain wallet address serves as your identifier on BesCARD. Therefore, you need a blockchain wallet and associated wallet address to access certain features of the Services. We do not consider a blockchain wallet address, by itself, to be personally identifiable information. However, a blockchain wallet address may become associated with you, your user ID, or other information we collect about you when you use our Services.

1.2. Automatically Collected Information

As you navigate and interact with our Services, we may use automatic data collection technologies to collect certain information, including:

- 1.2.1. **Interaction Data with Services:** To provide Services, analyze trends, enforce our terms of service, and improve user experience, we collect information (typically anonymous data) when you interact with our Services, including but not limited to your browser type or fingerprint, operating system, IP address and associated

geolocation, device ID, blockchain wallet address, wallet type, actions, clickstream data, referring/exit pages, and timestamps. We may also store this data in log files.

- 1.2.2. **Cookies and Other Tracking Technologies:** Like many online services, we use cookies to collect information. We may use both session cookies (which expire when you close your web browser) and persistent cookies (which remain on your computer until deleted) to analyze user interactions with our Services, improve product quality, and provide a more personalized experience. Additionally, we use "pixel tags" (also known as clear GIFs, web beacons, or web bugs) to analyze how users discover our Services, enhance service utility, and tailor experiences to your specific interests and needs.
- 1.2.3. **Do Not Track Signals:** As there is no common industry understanding of what a "Do Not Track" signal entails, we do not respond to such signals in any specific manner. For more information on how to withdraw your consent for using certain tracking technologies like cookies and pixel tags, please refer to the sections below. You may also contact us.

We engage with third-party services ("Third-Party Services"), including Google and Amplitude, to assist in collecting some of the above information. These Third-Party Services, acting on our behalf, may collect information about your use of our Services through their own cookies, pixel tags, or other technologies ("Usage Information"). The ability of Third-Party Services to use and share Usage Information is restricted by their respective terms of use and privacy policies.

1.3. Information Collected from Third-Party Companies

We may receive information about you or related to your wallet address from service providers and other sources/companies that offer products/services to us or to you, for use in conjunction with our Services or whose products/services may be linked from our Services. We may add this information to the data we have already collected from or about you through our Services. Such information may include, for example:

- 1.3.1. **Third-party** wallet providers and partners that provide us with your blockchain wallet address and other information you choose to share with them;
- 1.3.2. Data analytics providers or vendors that provide us with information related to certain blockchain wallet addresses;
- 1.3.3. Vendors that provide communication and identity verification services to us, which you choose to use;
- 1.3.4. Other vendors that provide us with information necessary to operate our business or enforce our terms of service.

1.4. Public Information

We collect data from publicly visible and/or accessible activities and information on blockchains or other public sources. This may include, for example, blockchain wallet addresses and information regarding purchases, sales, or transfers of NFTs, which may then be associated with other data you have provided to us.

2. How We Use Your Information

2.1. Core Uses of Information

We process information related to you to operate our business, deliver Services, personalize your experience, and improve our offerings. Specifically, we use your information to:

- 2.1.1. **Provide**, operate, and maintain the Services;
- 2.1.2. Improve and analyze the Services;
- 2.1.3. Analyze, enhance, and personalize your use of and experience with the Services, including making recommendations;
- 2.1.4. Communicate with you;
- 2.1.5. Maintain the safety, security, and integrity of the Services, and investigate, address, and prevent conduct that may violate our terms of service and/or be harmful or unlawful;
- 2.1.6. Send you newsletters, promotional materials, and other notices related to our Services or third-party goods and services;
- 2.1.7. Comply with applicable laws, cooperate with law enforcement or other authorities in investigations of suspected legal violations, and/or protect our and our affiliates' legal rights;
- 2.1.8. Act in any other way we have communicated to you and to which you have consented, or as described when you provided the information.

2.2. Anonymized and Aggregated Data

We may create anonymized, de-identified, or aggregated records from identifiable information. We use such data for the same purposes outlined above, including improving our Services, and may use and/or disclose such anonymized, de-identified, or aggregated information for any purpose. We will maintain and use anonymized and de-identified data in their respective forms and will not attempt to re-identify the information unless permitted by law.

3. How We Disclose Your Information

3.1. Third-Party Service Providers

We may share your information and information about you with third-party service providers to: provide technical infrastructure services; conduct quality assurance testing; analyze how our Services are used; prevent, detect, and respond to unauthorized activities or potential violations of our terms or policies; verify identities; provide technical and customer support; and/or support you, us, or the Services in other ways.

3.2. Affiliates

To provide Services in accordance with our contracts with you and in our legitimate interest to operate an efficient business, we may share some or all of your information with our subsidiaries, joint ventures, or other companies under our common control ("Affiliates"), in which case we will require Affiliates to honor this Privacy Policy.

3.3. Information Related to Your Public Activities

To provide Services in accordance with our contracts with you, we may display or share information related to your public activities on blockchains, BesCARD, and/or BesCARD Pro. For example, we use technologies like APIs to make certain blockchain

activity information available to websites, apps, and other parties for their use.

3.4. Corporate Restructuring

In our legitimate interest to operate an effective business, we may share your information in connection with or during negotiations for any merger, financing, acquisition, or dissolution transaction involving the sale, transfer, or divestiture of all or part of our business or assets. In the event of insolvency, bankruptcy, or receivership, your information may also be transferred as a business asset. If another company acquires our business or assets, that company will assume our rights and obligations regarding your information as described in this Privacy Policy.

3.5. Legal Rights and Compliance

In our legitimate interest to operate an effective business and/or as required by law, regardless of your choices regarding your information, BesCARD may disclose your information if we believe in good faith that such disclosure is necessary: (i) for any legal investigation; (ii) to comply with relevant laws or respond to subpoenas, warrants, or other legal process served on BesCARD; (iii) to protect or defend the rights or property of BesCARD or users of the Services; and/or (iv) to investigate or assist in preventing any violation or potential violation of law, this Privacy Policy, or our terms of service.

3.6. Other Disclosures

We may also disclose your information: to fulfill the purpose for which you provided it (including delivering Services and new features or facilitating login integrations); with our professional advisors in our legitimate interest to operate a successful business; for any other purpose disclosed by us when you provided the information; or with your consent.

4. Third-Party Websites

Our Services may contain links to third-party websites. When you click on a link to another website, you leave our Services and enter a site operated by another entity, which may collect information about you. We do not control third-party websites or their content and are not responsible for them. Please note that this Privacy Policy does not apply to third-party websites or their data practices. We encourage you to read the privacy policies of every website you visit. Links to third-party websites are provided for your convenience and do not constitute endorsements of those third parties or their products, content, or websites.

5. Third-Party Wallets

To use certain features of our Services, you must use a wallet that allows you to engage in transactions on public blockchains. Your interactions with third-party wallet providers are governed by their respective terms of service and privacy policies.

6. Your Choices Regarding Information

6.1. Email Communications

We may periodically send you newsletters and/or emails promoting our Services or third-party goods/services. When you receive promotional emails from us, you may opt out by

following the unsubscribe instructions in the email or through the notification preferences in your settings. Notwithstanding these preferences, we may send you occasional transactional and service-related communications that are necessary for delivering the Services.

6.2. Cookies

If you decide at any time to stop accepting cookies for the purposes described above, you can adjust your browser settings to disable cookies or prompt you before accepting them. Consult your browser's technical documentation for details. However, disabling cookies may impair your ability to use all features of the Services.

7. Data Access and Control

You may view, access, edit, or delete information related to certain aspects of the Services via your settings page. Depending on the laws of your jurisdiction, you may have specific rights regarding your information. However, these rights are not absolute and may apply only in certain circumstances. If your jurisdiction or operating entity's laws do not provide such rights, BesCARD retains full discretion to fulfill your request.

7.1. Rights You May Have

These may include the right to:(i) Request access to and a copy of your personal information, or details about how we use and disclose it;(ii) Request correction of inaccurate personal information we hold about you;(iii) Request deletion of your personal information;(iv) Object to or restrict processing of your personal information;(v) Request portability of your personal information;(vi) Withdraw consent for processing if we collected your personal information based on your consent.

7.2. Exercising Your Rights

To exercise your rights under applicable data protection laws, please contact us using the address in Section 13, specifying your request and referencing the applicable law. We may request additional information to verify your identity (e.g., email address or government-issued ID) or clarify the nature of your request. We will consider and act on your request in accordance with applicable law. You may designate an authorized agent to act on your behalf, but we may require proof of authorization and direct identity verification from you. We will not discriminate against you for exercising these rights.

7.3. Dispute Resolution

If you believe we have infringed your rights, we encourage you to contact us first to resolve the issue informally. If we deny your request, you retain the right to complain to a data protection regulator in your jurisdiction of residence or work.

8. Data Retention

We may retain your information even after you request deletion if such retention is reasonably necessary to comply with legal obligations, resolve disputes, prevent fraud, enforce our terms, or protect our legal rights and interests. Otherwise, we retain information only for as long as necessary to fulfill the purposes outlined in this Privacy Policy. Factors influencing retention periods include the need to provide Services, legal

compliance requirements, and other considerations set forth in this section.

9. Security Measures

We use appropriate technical and organizational safeguards to protect the integrity and security of information collected through our Services. However, no security system is foolproof, and we cannot guarantee the security of our systems or those of our vendors. In the event of a security breach compromising information under our control, we will investigate, remediate the situation, and notify affected individuals as required by applicable law.

You are responsible for securing your digital wallet and taking measures to maintain its security. Contact your wallet provider promptly if you encounter wallet-related issues.

10. Minors

We do not intentionally collect information from visitors under the age of 13. Our terms of service require all users to be at least 18 years old.

11. Regional limitations

11.1. Please note that we do not provide Services to users in mainland China, Hong Kong (China), Singapore, the United States, the United Kingdom, or the European Union.

11.2. **Non- Above Regions Users:** By accessing the Services and providing information to us, you acknowledge that your information may be processed in the country where it was collected and other countries (including the U.S.), where data protection laws may be less stringent than in your jurisdiction.

12. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will notify you of material changes by posting the revised policy at <https://bescard.com/protocols/Privacy%20Policy-20250613.pdf> and updating the "Latest Update Date" at the top of this document. You are responsible for periodically reviewing the Privacy Policy to stay informed of changes.

13. Contact Us

If you have questions, concerns, or complaints about this Privacy Policy, data collection, or processing practices, or wish to report a security breach, please contact us via the "Submit a Request" link or the following address: contact@bescard.com