

BeeX Privacy Policy

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Reminder terms:

Your trust is very important to BeeX (we); we fully understand the importance of personal information to you, and we attach great importance to the privacy of users and the protection of personal information. When you download, install, open, browse, register, log in, and use (hereinafter collectively referred to as "use") our products and/or services, we may collect and use your relevant information, and we will also comply with laws and regulations. Take corresponding security protection measures and try our best to keep your personal information safe and controllable. We hope to use the BeeX Privacy Policy ("this Privacy Policy") to explain to you how we collect, use, store, share and transfer this information when you use our products and/or services, and the access we provide you with, update, delete and protect this information.

This privacy policy is closely related to the BeeX service you use and the various business functions included in the service (hereinafter collectively referred to as "our products and/or services"). I hope you read it carefully before using our products and/or services. Confirm that you have fully understood the content written in this policy, and allow you to make the choices you deem appropriate in accordance with the guidelines of this privacy policy. You use or continue to use our products and/or services after we update this Privacy Policy (we will promptly remind you of the update), which means that you agree to the content of this Privacy Policy (including the updated version), and agree that we will follow this Privacy Policy. Privacy Policy Collection, use, storage and sharing of information about you.

It should be noted that this policy does not apply to the services provided to you by other third parties, nor does it apply to products or services in BeeX for which a separate privacy policy has been set. For example, when a seller on BeeX relies on BeeX to provide you with services, this policy does not apply to the personal information you provide to the seller.

If you have any questions about this Privacy Policy or related matters, you can contact us at any time through the various contact methods we provide.

This Privacy Policy will help you understand the following:

1. How we collect and use your personal information
2. How we use cookies and similar technologies
3. How do we share, transfer and publicly disclose your personal information
4. How we protect and save your personal information
5. How do you manage your personal information
6. How we handle the information of minors
7. How to update this privacy policy
8. How to contact us

1. Our Approach to Collecting and Using Your Personal Information

We will only collect your personal data for the purposes specified in this Privacy Policy or as permitted by law. We will cease to collect your personal data or remove how the data can be associated with you, as soon as it is reasonable to assume that such collecting no longer serves the purposes for which the personal data was collected, and is no longer necessary for any legal purpose. During the course of your use of the Platform and the provision of the Service, we may collect personal data about you, as follows:

- Identity data, such as your name, surname, gender, profile picture, date of birth, government-issued identification;
- Contact data, such as a delivery address, email address, phone numbers, Tiktok Account, Shopee ID, and other IDs from social networking websites, contact data of your contact person (e.g. phone numbers), other contact data (e.g. written communication with you) and any contact data provided by you;
- Account data, such as bank account details, credit card details, and payment details (e.g. debit/credit card or bank information, debit/credit card number, type of credit card, issue and expiry date, payment information, bank account details);

- Transaction data, such as details about orders and products list, and other details of products and services related to you;
- Technical data, such as Internet protocol (IP) address, your login data, browser type, and version, time zone setting and location, browser plug-in types and versions, operating system and platform, international mobile equipment identity, device identifier, IMEI, MAC address, cookies (where applicable) and other information and technology on the devices you use to access the Platform;
- Profile data, such as your username and password, PIN number, Single Sign-on (SSO ID) data, OTP password, computer traffic data, geotagging, and orders related to you, your interests, preferences, feedback, and survey responses;
- Usage data, such as information on how you use the Platform, using behaviors, browsing history (information on products and services, including the items, and data searched for on the Platform, access times, and dates, as well as websites you were visiting before you came to the Platform and other similar statistics), cookies, similar technologies, device ID, device' s type, connection details, Browser information, the language used, operating system used, etc.
- Marketing and communications data, such as your preferences for receiving marketing from us and our third parties, your communication preferences, and your chat, email, or call history on the Platform or with third-party customer service providers.
- Additional Data, we may request you to provide the additional data for identity verification (such as the document copy of the identity verification is issued by the government) or if we assume that you violate our Privacy Policy or Terms of Use.

We will only collect and use your personal information for the following purposes:

- To help you become our user

To comply with legal and regulatory requirements, and to provide you with more convenient services, when you register as a BeeX user, you will need to provide information such as your mobile phone number or email address to create a BeeX account, and complete relevant

network identification information (such as an avatar, nickname, and login password). We will upload the mobile phone number you provide to our servers for processing, keep it strictly confidential, and implement appropriate technical data security measures to ensure its security.

When you choose to authorize registration and login using a third-party account, we will obtain the account information you have shared from the third party (such as your avatar, nickname, and other information you authorize on the page) and link it to your BeeX account for a quick login.

- Processing your order for products, including a sample of the product (whether sold by us or a third-party seller)

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- To process orders you submitted through the Platform;
- To deliver the products you have purchased through the Platform. We may pass your personal data to a third-party (e.g. our logistics partner) or relevant regulatory authority (e.g. customs) in order to deliver the product to you;
- To update you on the delivery of the products;
- To provide customer support for your orders; and
- To verify and carry out payment transactions (including any credit card payments, bank transfers, offline payments, remittances, or e-wallet transactions). Personal data will be transferred to third parties to verify and carry out such payment transactions, such as our payment service providers.

- Providing Service

- To facilitate your use of the Service or access to the Platform;
- To administer your account;
- To display your username or user profile on the Platform (including on any reviews you may post);
- To facilitate using the sub-application on the Platform;
- To respond to your queries, feedback, claims, or disputes, whether directly or through our third-party service providers;

· Marketing and advertising

- To provide you with information we think you may find useful or which you have requested from us (provided you have opted to receive such information);
- To send you marketing or promotional information about our or third-party sellers' products and services on our Platform from time to time (provided you have opted to receive such information);
- To help us conduct behavior marketing and advertising; and
- To promote the Service, we may use information you provide, such as transaction activity and participation in cashback campaigns on our Platform. This information may be accessible on the Internet and shared publicly (the latter of which is beyond our control) as part of our advertising and marketing efforts to promote the Platform and its cashback opportunities

· Legal and operational purposes

- To ascertain your identity in connection with fraud detection purposes;
- To compare and examine the information with a third-party to assure that it is true data;
- To process any complaints, feedback, enforcement action, and take-down requests in relation to any content you have uploaded to the Platform;
- To collect statistics and research for internal use and reporting, and/or collecting data as required under the law;
- To collect in the system and reserve the data according to BeeX' s Policy for establishing the legal claim or processing a legal claim;
- To prevent or investigate the violation of the Terms of Use or Privacy Policy, corruption, illegal acts, omission of action, or any offenses that occur or are suspected to have occurred, either related to using the service or regarding any reasons, that arise because of the relationship between you and us or not;
- To conduct due diligence;
- To comply with legal and regulatory requirements (including, where applicable, the display of your name, contact details, and company details), including any law enforcement requests, in connection with any legal proceedings, or otherwise deemed necessary by us;
- To prevent any dangers to life health and safety (if necessary).

· Analytics, research, business, and development

- To understand your user experience with the Service and the Platform;
- To improve the layout or content of the pages of the Platform and customize them for users;
- To conduct surveys, including research on our users' demographics and behavior;
- To improve our current technology (e.g. voice recognition tech, etc.) via machine learning or other means;
- To derive further attributes relating to you based on personal data provided by you (whether to us or third parties) to provide you with more targeted and/or relevant information;
- To conduct data analysis, testing and research, monitoring and analyzing usage and activity trends; and
- To further develop our Service;

· Others

- For other purposes, you have given consent
- To conduct the automatically chosen processes in accordance with the above purposes.

How We Collect Your Personal Data

We may collect your personal data from you in the following situations:

When you use the platform;

When you create an account with us;

When you list products and/or services through the Platform or third-party service providers;

When you apply for, subscribe to, or otherwise use any of the Services;

When you make a transaction regarding the products available on the Platform;

When you use any of the features, functions, or mini-apps available on the Platform;

When you subscribe to our publications or marketing collaterals;

When you enter a competition, promotion, or survey;

When you participate in any activity or campaign on the Platform;

When you log in to your account on the Platform or otherwise interact with us via an external service or application, such as Facebook or Google, etc.;

When a third-party lodges a complaint against you; and

When you interact with us offline, including when you interact with our outsourced customer service agents.

We may collect Personal Data directly in the service channel, such as sign up, registering, signing contracts and documents, completing surveys, or using other products, services, or service channels controlled by the Company, or when the subject of personal data communicates with the Company at the office or through other contact channels supervised by the Company.

We may collect personal data from you, third parties (including but not limited to agents, vendors, contractors, partners, and any others who provide services to us, who collect your personal data and/or perform functions on our behalf, or with whom we collaborate, including but not limited to payment service providers, government sources of data, financial providers, credit bureaus, delivery, marketing and other service partners), our affiliates, or such data may be collected automatically when you use the Platform or the Services, as set out in this section. See also section 10 below on the collection of computer data.

Where we collect personal data from third parties and/or our affiliates, we will only collect your personal data, where permitted by law, for or in connection with the purposes for which those third parties or our affiliates are engaged, for the purposes of our collaboration with the third parties or affiliates, or for the requirement to carry out verification or due diligence checks. You agree that you have provided your consent (whether to us, the third-party, or our affiliates) to the transfer of your personal data from third parties and/or our affiliates to us for the purposes set out in this Privacy Policy or any other terms.

We will only be able to collect certain categories of personal data if you voluntarily provide the personal data. If you choose not to provide us with your personal data or subsequently withdraw your consent for its use, we may not be able to provide you with certain features or functionality on the Service or access to the Platform.

You must submit personal data that is accurate and not misleading and you must keep it up to date and inform us of any changes to the personal data you have provided to us. We shall have the right to request documentation and carry out the necessary checks to verify your given personal data as part of our user verification processes or as required under the law.

When you provide personal data of any third-party to us, you represent and warrant that you have obtained the necessary consent, license, and permissions from that third-party to share and transfer his/her personal data to us, and for us to collect, store, use and disclose that data by this Privacy Policy.

If you sign up to be a user on our Platform using your social media account or link your user account to your social media account or use certain other our social media features, we may access personal data about you that you have voluntarily provided to your social media provider in accordance with the provider's policies and we will manage your personal data in accordance with this Privacy Policy.

2. Functions to Enhance Our Products and Services

We may collect your order information and browsing information for data analysis to form user portraits to show you information about products or services you are interested in; or show you products or services you may want to find when you search information. We may also obtain other information about you that is reasonably necessary to provide services and improve service quality, including the relevant information you provide when you contact customer service, the questionnaire response information you send to us when you participate in the questionnaire survey, and the information you communicate with us. When we interact with our affiliates and our partners, we may acquire your authorization or share the relevant information obtained following the law. For information collected from your various devices, we may associate them to provide you with consistent services on these devices. We may combine information from one service with information from other services in order to provide you with services, personalized content, and recommendations.

3. Functions necessary to ensure service security

In order to improve the security of your use of our products and/or services of our affiliates and partners, better prevent security risks, such as phishing websites, fraud, network vulnerabilities, computer viruses, network attacks, network intrusions, and more accurately to identify violations of laws and regulations or BeeX-related agreement rules, and to protect account security, we may use or integrate your account information, browsing information, order information, your commonly used software information, device information, service log information and our affiliates, Partners obtain information authorized by you or shared following the law to comprehensively judge your account and transaction risks, perform identity verification, detect and prevent security incidents, and record some links ("URLs") and IP addresses that we consider risky address, and take necessary recording, auditing, analysis, and disposal measures following the law. We will also receive your device information to analyze BeeX system problems, count traffic, troubleshoot possible risks, and troubleshoot when you choose to send us abnormal information.

4. Essential Communication Function

We will use your communication information collected (e.g. your mobile number and WhatsApp) to communicate or interact with you directly. For example, we or our affiliates may send you a notification if we or our affiliates detect suspicious activity, such as an attempt to log into your account from a different device or location than usual. Alternatively, we and/or our affiliates and partners may contact you to provide you with more convenient guidance and communication on the use of products and/or services, to let you know about changes or improvements to our products/services, or invite you to participate in the experience of products and/or services, etc.

(2) You can choose whether to authorize us to collect and use your personal information

1. To make your use of products/services more convenient or interesting, and thus improve your user experience on BeeX, we may collect and use your personal information in the following additional functions. If you do not provide this personal information, you can still use BeeX. However, you may not be able to use these additional functions that can bring you shopping pleasure or need to repeat some information when purchasing certain items. These additional features include:

(1) Additional function of photo/video access and upload based on the album (picture library/video library): You can use this function to upload your photos/pictures/videos after opening the album permission to realize the replacement of avatars, real-name authentication, post comments, share audio and video, or communicate with customer service to provide proofs and other functions. We may use review information that includes photos or images you upload.

(2) Additional functions based on WhatsApp: After you upload the WhatsApp QR code or associate with WhatsApp, we and/or our affiliates and partners may initiate a friend addition application to provide you with more convenient products and/or service usage instruction and communication. You may freely choose whether to link a WhatsApp number to your account. By choosing to do so, you understand and agree that, following this Privacy Policy, your WhatsApp information may be shared with our partners.

(3) Additional functions based on bank card information: After you upload your identity information (including name, ID number) and bank card information (including bank card number, account opening bank information), we will share the above information with a qualified third-party service organization to verify whether your identity information matches your bank card information. After confirming the match, you can use your bank card to withdraw the balance in your account.

2. You understand and agree that ,For additional functions based on bank card information, you can add or delete your bank card information in our products or services to decide whether to enable or disable this function. Please take note that when you open any permission, you authorize us to collect and use relevant personal information to achieve corresponding functions. Once you close any permission, it means that you cancel the authorization, and we will no longer continue to collect based on the corresponding permission. and use of your relevant personal information, nor can it provide you with the functions corresponding to the authorization. Your decision to close the permission will not affect the processing of personal information previously based on your authorization.

(3) You are fully aware that in the following situations, we do not need your authorization and consent to collect and use personal information:

1. Related to national security and national defense security;
2. Those related to public safety, public health, and major public interests;
3. Those related to judicial or administrative law enforcement, such as criminal investigation, prosecution, trial, and execution of judgments;
4. To protect the life, property, or other significant legal rights and interests of the individual or others where obtaining the individual' s consent is difficult;
5. The personal information collected is disclosed to the public by the subject of personal information;

6. Your personal information is collected from legally publicly disclosed information, such as legal news reports, government information disclosure and other channels;
7. Necessary in accordance with the signing and performance of relevant agreements or other written documents with you;
8. Necessary for maintaining the safe and stable operation of the products and/or services provided, such as discovering and disposing of faults in the products and/or services;
9. Necessary for legitimate news reporting;
10. When academic research institutions are needed to carry out statistical or academic research based on public interests, and when the results of academic research or description are provided externally, the personal information contained in the results is de-identified;
11. Other situations stipulated by laws and regulations.

Please be aware that following the applicable laws, if we take technical measures and other necessary measures to process personal information management, so that the data recipient cannot re-identify a specific individual and cannot be recovered, or we may conduct de-identified research, statistical analysis and prediction on the collected information to improve the content and layout of BeeX, and provide products or products for business decisions. Service support and improvement of our products and/or services (including the use of anonymous data for machine learning or model algorithm training), the use of such processed data does not require separate notice from you and your consent.

(4) Circumstances in which we obtain your personal information from third parties

We may obtain the account information (avatar, nickname, region, gender, etc.) that you authorize sharing from third parties, and bind your third-party account to your BeeX account after you agree to this Privacy Policy, so that you can log in directly using the third-party account directly logs in and uses our products and/or services. We will use your personal information on the premise of complying with relevant laws and regulations after confirming the legality of the source of personal information following the agreement with the third party.

If we supposedly indirectly obtain your information from a third-party. In that case, we will explicitly request the third-party in writing to collect personal information after obtaining your consent following the law before the collection, and inform you of the content of the information shared, the purpose of sharing, and the receipt of data. type of parties and obtain your consent for the sharing of personal information. Before a third-party provides your sensitive information to us for use, it is also required to inform you of the type of shared

information, the identity of the data recipient, and data security capabilities, and to obtain your explicit confirmation in advance. We require the third-party to commit to the legality and compliance of the source of personal information. If the third-party violates the law, we will require the other party to bear the corresponding legal responsibility. At the same time, we will protect the personal information obtained indirectly by using protection methods and measures that are no less than the same as that of our own users' personal information.

In addition, we may share your account information (avatar, nickname, and other information prompted on the page) with third parties with your consent, so that you can easily register or log in to third-party accounts.

(5) Rules for the collection and use of your personal information

1. We will use the collected personal information following the provisions of this Privacy Policy to realize the functions of our products and/or services. If the information you provide contains personal information of other users, you need to ensure that you have obtained legal authorization before providing such personal information to us.
2. Please note that all personal information you provide when using our products and/or services will continue to be authorized during your use of our products and/or services unless you delete or refuse our collection through the system settings we use. When you cancel your account or we stop operating BeeX products or services, we will stop using and deleting your personal information, except as required by laws and regulations.
3. After collecting your personal information, we will de-identify the data through technical means, and the de-identified information will not be able to identify the subject. Please understand and agree that in this case, we have the right to use the de-identified information; and on the premise of not disclosing your personal information, we have the right to analyze the user database and make commercial use. We will not use your personal information beyond what is directly or reasonably related to the purposes for which it was collected.
4. We will collect statistics on the usage of our products and/or services and may share these statistical information with the public or third parties to show the overall usage trends of our products and/or services. However, these statistics do not contain any identifying information about you.
5. When we want to collect your personal information beyond this privacy policy or use your personal information for other purposes not specified in this policy, or use the information collected for a specific purpose for other purposes, we will make prior notice. Ask for your consent.

5. Cookies and Similar Technologies

(1) Cookies

To ensure the normal operation of the BeeX platform, provide you with an easier access experience, and content recommendations or advertisements that may be an interest to you, we will store small data files called cookies on your computer or mobile device. Cookies usually contain identifiers, site names, and some numbers and characters. With the help of cookies, websites, and clients can store data, such as your registered account number, password (encrypted), and preferences. Cookies can also help us to count traffic information and analyze the effectiveness of page design and advertising.

You understand and agree that some of our services may only be achieved through the use of cookies. If your browser or browser add-on services allow it, you can modify the acceptance level of cookies or refuse cookies from the BeeX platform. However, if you do this, in some cases, it may affect your safe access to the BeeX platform and use of the BeeX platform services, and you may need to change the user settings each time you access the BeeX platform.

(2) Web beacons and pixel tags

In addition to cookies, we may also use other similar technologies such as web beacons and pixel tags. For example, an email we send you may contain a click URL linking to us, and if you click the link, we will track the click to help us understand your product or service preferences and improve customer service. A web beacon is usually a type of embedded website or email. With the transparent image in the email, with the help of pixel tags in the email, we can know whether the email is opened or not, which helps us determine the number of emails to send to the user or whether to send an email to the user. If you do not wish your activity to be tracked this way, you can unsubscribe at any time from our mailing list.

6. Our Approach to Sharing, transferring and publicly disclosing your personal information

(1) Sharing

We will not share your personal information with any company, organization or individual other than us, except in the following circumstances and as stipulated in paragraphs 2 and 3:

(1) Obtain your express consent or authorization in advance;

(2) Provided by applicable laws and regulations, requirements of legal procedures, mandatory administrative or judicial requirements;

(3) To the extent permitted by laws and regulations, it is necessary to protect us, our affiliates or partners, you or other BeeX users, or the public interest, property, or safety from damage;

(4) Only by sharing your information can we realize the core functions of our products and/or services or provide the services you need;

(5) To handle disputes or disputes between you and others;

(6) Provided following the relevant agreements signed with you (including electronic agreements signed online and corresponding platform rules) or other legal documents;

(7) Use based on academic research;

(8) Use based on social and public interests that comply with laws and regulations.

2. We may share your personal information with our affiliates. However, we will only share necessary personal information and are bound by the purposes stated in this Privacy Policy. If our affiliates want to change the purpose of processing personal information, they will seek your authorization again.

3. We may share your personal information with our partners. We may entrust trusted partners to provide services, so we may share some of your personal information (such as order information, account information, device information, and location information, etc.) with partners and other third parties to ensure that we provide you with services are completed successfully, or to provide you with better customer service or user experience. However, we will only share your personal information for legal, legitimate, necessary, specific, and explicit purposes, and only share personal information related to the provision of services. Our partners are not authorized to use the shared personal information for any other purpose unrelated to the product or service. Currently, our partners include the following types:

(1) Suppliers of goods or services. We may share your personal information with third parties that support our features. These supports include supplying or providing us with infrastructure technical services, logistics and distribution services, payment services, data processing services, consulting and analysis services, etc. The purpose of sharing this information is to realize the core shopping functions of our products and/or services and to optimize the above functions and/or user experience. For example, we will share your identity information (name, ID number) and biometric information (static or dynamic facial features) with third-party service agencies to complete real-name authentication; we will share you with qualified third-party service agencies identity information (name, ID number) and bank card information (bank card number, account opening bank information) to verify the accuracy of bank card information and realize the withdrawal function of the balance in your account; we will share it with logistics service providers Your order information to achieve product delivery; we will share your order number and order amount with third-party payment agencies to confirm your payment instructions and complete payment; we may share your mobile phone with third-party service agencies number and/or WhatsApp for closer communication with you.

(2) Third-party merchants. We must share your order information with third-party merchants to fulfill your needs for purchasing goods or services from them and enable them to complete subsequent after-sales services.

(3) Partners who entrust us to promote. From time to time we may provide promotional services on behalf of other businesses to user groups using our products and/or services. We may use your personal information and the indirect user profile formed by your collection of non-personal information to share with the partners who entrust us to carry out the promotion ("entrusting party"). Still, we will only provide these entrusting parties with the coverage and effectiveness of the promotion. Information of a sexual nature without providing your personally identifiable information, or we aggregate this information so that it does not personally identify you. For example, we can tell the client how many people have seen their promotional information or purchased the client's products after seeing the information, or provide them with non-personally identifiable statistical information to help them understand their audience or customers, and improve the effective reach rate of ads.

4. For companies, organizations, and individuals with whom we share personal information, we will require them to handle personal information in accordance with our instructions, this Privacy Policy and any other relevant confidentiality and security measures. In the use of personal sensitive data, we require third parties to adopt data desensitization and encryption technologies to better protect user data.

In order to comply with the law, enforce or apply our terms of use and other agreements, or to protect the rights and property or safety of us, you or other BeeX users, such as to prevent fraud and other illegal activities and reduce credit risks, and other companies and organizations exchange information. However, this does not include personal information that is sold, rented, shared or otherwise disclosed for profit in violation of the commitments made in this Privacy Policy.

(2) Transfer

We will not transfer your personal information to any companies, organizations, and individuals, except in the following cases:

- a. Obtain your express consent or authorization in advance;
- b. Provided by applicable laws and regulations, requirements of legal procedures, mandatory administrative or judicial requirements;
- c. Provided following the relevant agreement signed with you (including the electronic agreement signed online and the corresponding platform rules) or other legal documents;
- d. When merging, acquiring, transferring asset transfers, or similar transactions, which might involve the transfer of personal information, we will require new companies and organizations that hold your personal information to continue to be bound by this Privacy Policy. Alternatively, we will acquire the company or organization to seek your authorization and consent again.

(3) Public Disclosure

We will only publicly disclose your personal information under the following circumstances and on the premise of taking industry-standard security protection measures:

- i. According to your needs, disclose the personal information you designate under the disclosure method that you expressly agree to;

ii. When it is necessary to provide your personal information according to the requirements of laws, regulations, mandatory administrative law enforcement, or judicial requirements, we may publicly disclose your personal information according to the required type and disclosure method of personal information. Under the premise of compliance with laws and regulations, when we receive the aforementioned request for information disclosure, we will require the issuance of corresponding legal documents, such as subpoenas or investigation letters. We strongly believe in being as transparent as possible about the information we are asked to provide, to the extent permitted by law. We carefully review all requests to ensure they have a lawful basis and are limited to data law enforcement authorities have a legitimate right to obtain for specific investigative purposes;

iii. In cases of penalties for accounts involved in illegal activities or fraudulent acts, we will disclose only the necessary information related to the relevant accounts.

(4) Exceptions to prior authorization and consent when sharing, transferring, and publicly disclosing personal information

In the following situations, sharing, transferring, and publicly disclosing your personal information does not require your prior authorization and consent:

a. Related to national security and national defense security;

b. Those related to public safety, public health, and major public interests;

c. Those related to judicial or administrative law enforcement, such as criminal investigation, prosecution, trial, and execution of judgments;

d. To protect your or other personal life, property, and other major legitimate rights and interests, it is difficult to obtain my consent;

e. Your personal information disclosed to the public by yourself;

f. Collecting personal information from legally publicly disclosed information, such as legal news reports, government information disclosure, and other channels.

Please be aware that, under applicable laws, if we take technical measures and other necessary measures to process personal information so that the recipient of the data cannot re-identify a specific individual and cannot recover, the sharing, transfer, and public disclosure of such processed data does not require you to be notified separately and with your consent.

7. Protection and Storing Your Personal Information

(1) Our technologies and measures to protect your personal information

We take personal information security very seriously and take all reasonably practicable measures to protect your personal information:

a. Data security technical measures

We keep up with cutting-edge security technologies, provide a variety of security protection measures to protect data assets, protect your data assets from unauthorized use or modification by establishing data security protection measures, and use safe and reliable disaster recovery strategies to avoid data damage or loss. We have formulated security group policies and adopted secure encryption technologies, such as HTTP to ensure the security of user data. We use encryption technology to store users' personal information. We use multi-factor authentication technology to protect the security of user information and prevent data from being used illegally.

b. Other security measures we take to protect personal information

We manage and regulate the storage and use of personal information by establishing a data classification and grading system, data security management specifications, and data security development specifications.

We have comprehensive security control over data through monitoring and auditing mechanisms.

We establish a data security management organization and a data security emergency response organization to promote and ensure the security of personal information.

Strengthen safety awareness. We also conduct security and privacy protection training courses to enhance employees' awareness of the importance of protecting personal information.

c. We only allow employees and partners of ours and our affiliates who need to know this information to access personal information, and have set up strict access control and monitoring mechanisms for this purpose. We also require all personnel who may have access to your personal information to fulfill corresponding confidentiality obligations. Failure to fulfill these obligations may result in legal liability or suspension of the partnership with us.

d. The Internet does not have an entirely safe environment, and communication with other users, such as emails, instant messaging, social software, etc. cannot be determined to be completely encrypted. We recommend you use complex passwords while using such tools and pay attention to protecting your personal information security.

e. When trading online products or services with a third-party through BeeX, you will inevitably disclose your personal information, such as contact information, to the counterparty or potential counterparty. Please protect your personal information and provide it to others only correspondingly.

f. Please note that the information you share voluntarily or even publicly when you use our services may involve your or others' personal information or even personal sensitive information, such as uploading your avatar picture, and choosing to upload information containing personal information when commenting. Please acknowledge when sharing or even publicly sharing relevant information when using our services.

g. While we strive to ensure the security of any information you send us, please note that the Internet is not 100% secure. In the event that our physical, technical, or administrative security measures are compromised, resulting in unauthorized access, disclosure, alteration, or destruction of your information, we will take responsibility following the applicable legal requirements for any resulting harm to your legitimate rights and interests.

h. Security incident handling

In order to deal with the possible risks of personal information leakage, damage, and loss, we have formulated a number of systems to clarify the classification and grading standards of security incidents and security vulnerabilities and the corresponding processing procedures. We have also established a special emergency response team for security incidents. In accordance with the requirements of security incident handling specifications, we have launched security plans for different security incidents, stopped losses, analyzed, positioned, formulated remedial measures, and cooperated with relevant departments to trace and combat the source.

In the event of an unfortunate personal information security incident, we will promptly inform you in accordance with the requirements of laws and regulations: the basic situation and possible impact of the security incident, the disposal measures we have taken or will take, and the measures you can take to prevent and reduce risks on your own. Recommendations, remedies for you, contact information of our personal information protection officer and personal information protection agency, etc. At the same time, we will promptly notify you of the relevant information of the event by letter, telephone, push notification, etc. When it is difficult to inform the personal information subjects one by one, we will take a reasonable and effective way to publish an announcement. At the same time, we will also proactively report the handling of personal information security incidents in accordance with the requirements of regulatory authorities.

i. If you have any questions about our personal information protection, you can contact us through the contact information agreed on [How to Contact Us] at the bottom of this policy. If you find that your personal information is leaked, please contact us immediately through the contact information agreed in [How to Contact Us] at the bottom of this policy so that we can take corresponding measures.

(2) Storage of your personal information

1. In principle, the personal information we collect and generate in Indonesia will be stored in Indonesia, unless the applicable laws clearly stipulate that, obtain your explicit authorization, or you conduct cross-border transactions through the Internet and other personal initiatives. In response to the above situations, we will ensure that your personal information is adequately protected in accordance with this Privacy Policy. If we need to transmit overseas due to business development needs, we will clearly inform you and obtain your consent. Subject to your authorization and consent, and subject to applicable legal requirements, your personal information may be transferred to, or accessed from, jurisdictions outside the country or region where you use the product or service. Such jurisdictions may have different data protection laws or even no relevant laws. In such cases, we will ensure that your personal information is adequately and equally protected within Indonesia. For example, we may request your consent to transfer personal information across borders or implement security measures, such as data de-identification before cross-border data transfers.

2. We will only retain your personal information for the period necessary to provide BeeX platform services or achieve the purpose described in this Privacy Policy, unless you agree to extend the retention period or the law has mandatory retention requirements, such as the Indonesian Electronic Commerce Law requires that commodity and service information and transaction information be kept for no less than three years from the date of completion of the transaction. Our criteria for judging the aforementioned period include:

(1) Complete the transaction purpose related to you, maintain the corresponding transaction and business records, and respond to your possible inquiries or complaints;

(2) To ensure the safety and quality of our services to you;

(3) Whether there is any other special agreement on the retention period.

After your personal information exceeds the retention period, we will delete your personal information, unless otherwise provided by laws and regulations.

3. If we terminate the service or operation, we will notify you at least 30 days in advance and delete your personal information after the termination of the service or operation.

8. Our Approach to Managing Your Personal Information

We attach great importance to the management of your personal information and do our best to protect your rights to access, correct, supplement, delete, and withdraw authorization to your

personal information so that you have sufficient ability to protect your privacy and security. Your rights include:

a. Access, correct, and supplement your personal information

You have the right to access, correct, and supplement your personal information, except for the exceptions provided by laws and regulations. After you complete the registration of our account, log in, and perform the necessary authentication, you can access, correct, and supplement your personal information in the following ways:

(1) Your account information: You can view all personal information (including but not limited to) you submitted to us through "[MY]-[Settings]" nickname and profile picture), you can also correct other personal information (WhatsApp number, phone number) through the above path.

(2) Your delivery information: You can add, change, or delete your delivery address information (including the name of the consignee, delivery address, etc.) at any time through "[MY]-[Settings]". You can also set your most commonly used shipping address as the default address, so your next purchase will ship to your default address unless you change the shipping address.

(3) Your order information: You can view all your completed, pending payment, pending delivery, pending delivery, pending evaluation, or pending sale orders through "[MY]-[My Orders]". Choose to delete the completed order to delete your order information, but this may make it difficult for us to accurately judge your purchase information and provide corresponding after-sales service.

(4) Your browsing information: You can access your browsing history from "[Account]-[Activity Records]".

In addition to the information listed above, we cannot provide you with access and correction services for some of your personal information. This information is mainly to improve your user experience and ensure transaction security. Personal information generated during the function. We will use the above information within the scope of your authorization, and you cannot access and correct it, but you can contact us to delete or anonymize it.

b. Delete your personal information

You can delete some of your information, including delivery information, order information, and browsing information, through the paths listed in "Accessing, Correcting, and Supplementing Your Information."

You may request us to delete personal information in the following circumstances:

- (1) If our processing of personal information violates laws and regulations;
- (2) If we collect and use your personal information without your consent;
- (3) If our processing of personal information violates our agreement with you;
- (4) If you cancel your BeeX account;
- (5) If we terminate the service and operation.

If we decide to respond to your deletion request, we will also notify the entities that have obtained your personal information from us and require them to delete it in a timely manner, unless otherwise required by laws and regulations, or these entities obtain your independent authorization.

When you or we assist you in deleting information, we may not immediately delete the corresponding information from our backup systems because of applicable laws and security techniques. We will store your personal information securely and isolate it from any further processing until the backup can be cleared or anonymous.

c. Change the scope of your authorization or withdraw your authorization

You can change the scope of your authorization to continue to collect personal information or withdraw your authorization by deleting information, turning off device functions, setting privacy settings on the BeeX platform, etc. You can also withdraw all authorization for us to continue to collect your personal information by canceling your account.

Please comprehend that each business function requires some basic personal information to be completed. When you withdraw your consent or authorization, we cannot continue to provide you with the services corresponding to the withdrawal of consent or authorization, nor will we process your corresponding personal information. However, your decision to withdraw your consent or authorization will not affect the previous processing of personal information based on your authorization.

d. Cancel your account

You can apply for account cancellation directly in our product. For the method of canceling your account and the conditions you should meet, please refer to the relevant agreement on account cancellation on the BeeX platform for details. After you cancel your account, we will stop providing you with products and/or services, and delete your personal information as required by applicable laws.

We collect and verify the personal identification information, security status, device information, etc. of the user and the applicant, and we do our best to protect the rights and interests of the user to ensure that the user or the person authorized by the user applies for the cancellation of the account. We strictly abide by laws and administrative regulations on personal information protection. The above information is only used for this account cancellation business.

We especially remind you that the act of canceling your account is irreversible. Once you cancel your account, we will stop providing you with products and/or services, and delete your personal information as required by applicable laws.

e. Personalized recommendation information

Our relevant information recommendation and other functions may be made based on non-human automatic decision-making mechanisms, including information systems, algorithms, etc.

f. Complaints and reports

If you cannot access, correct, or delete your personal information through the above methods, or you need to access, correct, or delete other personal information generated when you use our products and/or services, or you believe that we have any violation of the laws and regulations or with your agreement on the collection or use of personal information, or when you have other complaints, suggestions, or related questions, you can contact us through the contact information agreed at the bottom of this Privacy Policy.

For security purposes, we may require a written request from you or otherwise prove your identity, and we will respond to your request within 30 days of receiving your feedback and verifying your identity.

Under reasonable requests, we do not charge fees in principle, but for repeated requests that exceed reasonable limits, we will charge a certain cost as appropriate. For information that is not directly related to your identity, unreasonably duplicates information, requires excessive technical means (for example, requires the development of new systems or fundamentally changes existing practices), poses a risk to the legitimate rights and interests of others, or is highly impractical requests, we may refuse them.

In the following cases, we will not be able to respond to your request in accordance with the requirements of laws and regulations:

- (1) Related to national security and national defense security;
- (2) Related to public safety, public health, and major public interests;
- (3) Judicial or administrative law enforcement related to criminal investigation, prosecution and trial, and execution of judgments;
- (4) There is sufficient evidence to show that you have subjective malice or abuse of rights;
- (5) Responding to your request will cause serious damage to the legitimate rights and interests of you or other individuals or organizations;

9. Involving commercial secrets.

9. Protection and Management of Minor's Information

We attach great importance to the protection of minors' personal information. Minors may not create their user accounts without the consent of their parents or other guardians. In e-commerce activities, we presume that you have the corresponding capacity for civil conduct. If you are under the age of 18, please ensure that your parents or guardians review this Privacy

Policy carefully. You may only use our services with their consent, and we require permission from your parent or guardian to collect and process any personal information.

For the collection of personal information of minors by using our products or services with the consent of parents or other guardians, we will only use it when permitted by law, expressly consented by parents or other guardians, or necessary to protect minors, share, transfer or publicly disclose this information.

If we discover that personal information from minors has been collected without verifiable consent from a parent or guardian, we will make every effort to promptly delete the relevant data.

10. Privacy Policy Updates

To provide you with better services and accommodate the growth of BeeX 's business, this Privacy Policy will also be updated from time to time. We will not alter your rights under this Policy without your explicit consent. Updated versions will be posted on the BeeX app and official website, with notifications provided via announcements or other suitable channels before changes take effect. Please check BeeX regularly to stay informed of the latest updates. By continuing to use our services, you agree to the revised Privacy Policy.

For major changes, we will also provide more prominent notices (such as explaining the specific changes to the privacy policy utilizing, but not limited to, text messages, private messages, or alerts on the login/browsing page).

Material changes referred to in this policy include, but are not limited to:

- (1) Significant modifications to our service model, including the purposes for processing personal information, the types of personal information processed, and methods of using personal information;
- (2) Major changes to our ownership or organizational structure, such as ownership changes due to business adjustments, bankruptcies, mergers, or acquisitions;
- (3) The main object of personal information sharing, transfer, or public disclosure has changed;

(4) Your right to participate in the processing of personal information and the way you exercise it has undergone significant changes;

(5) When there are changes to contact information and complaint channels, we are responsible for handling personal information security;

(6) When the personal information security impact assessment report indicates that there is a high risk.

11. Contact Us

If you have questions, comments, or suggestions about this Privacy Policy or your personal information, please feel free to reach out.

- Email: mars@beexofficial.com – Person in charge of personal information protection

- In-App Support: Visit the "MY" page and tap the Customer Service icon in the top right corner for assistance.

We strive to respond within 30 days after receiving your feedback and confirming your identity. If you are unsatisfied with our response, especially if you believe our handling of your personal information has affected your legitimate rights, you may contact relevant regulatory authorities, such as Internet, telecommunications, public security, industry, and commerce, or seek recourse through a court in the defendant's jurisdiction.

