

BeamReaders Privacy Policy

Date Last Revised: February 14, 2023

1. Scope of This Policy

This Privacy Policy informs users of the BeamReaders, Inc. website at BeamReaders.com (the "Site"), and/or users of any of our products or services that are available through our web platform ("Platform") (collectively with the Site, the "Service"), about how we collect, use, and share your information in connection with the Service. "BeamReaders" or the terms "we," "us," "our," or similar terms refer to BeamReaders, Inc. "You" or "your" or similar terms refer to you as a user of our Service. This Policy applies only to information we collect through the Service. It does not apply to information collected by us offline or through any other means, including on any other website or application operated by us or any third party.

2. Agreement to Terms

By using our Service, you consent to this Privacy Policy, and to our collection, use, and sharing of your information, and other activities described below. Please read this Policy carefully to understand our policies and practices regarding your information and how we will treat it. **If you do not agree to the terms of this Privacy Policy, you should immediately discontinue the use of the Service without providing us with any personal information.**

3. Personal Information We Collect

BeamReaders collects the following categories of personal information (a) directly from you, such as through registration or feedback forms, (b) from the device and browser that you use to access our Site, and (c) cookies and similar technologies.

- *Identifiers.* We may collect first and last name and account username and password.
- *Professional Information.* We may collect professional contact details from you. This includes your title or position and professional contact information (e.g., address, email address, and phone number).
- *Payment Information.* In the event you make a payment using a credit card we pass through your name and credit card number, expiration date, and CVV code to a payment processor.
- *Device Information.* We collect device information when you visit our Site. This includes your computer or mobile device type, browser type, online identifiers, IP address, and geolocation information.
- *Interaction with our Service.* We may collect information concerning your interaction with our Service, including when you access the Service and your browsing activity on the Service, links clicked, non-sensitive text entered, and mouse movements, This may

include “traffic” data or tracking information provided by the Service’s host or similar providers that may be helpful for marketing purposes or for improving the Service.

You are not required to provide all personal information identified in this Privacy Policy to use our Service or to interact with us, but certain functionality will not be available if you do not provide certain personal information. For example, if you do not provide certain personal information, we may not be able to respond to your requests or allow you to register an account.

4. Health Information

We provide the Service to dentists’ offices, dental imaging centers, and other health care entities (“Customers”). Please do not provide us with any health care information via the Site. If you are our Customer, you are to only provide personal information of your patients when requesting services in our secure Platform. The Site will never ask you to provide personal health information about you or your patients. You are directly responsible for any use or disclosure of health care information.

5. Automatic Data Collection Technologies

We store certain information that gets collected automatically at our end through cookies and other similar technologies on our Service. A cookie is a small string of information that a site that you visit transfers to your browser for identification purposes. Cookies can be used to follow your activity while using a Site, Service or across Services, and that information helps us understand your preferences and tendencies, as well as improve and personalize your Service experience. The information we collect via cookies or other similar automatic technologies may include IP addresses, internet tags and navigational data (server log files), which may be used by us or shared with third parties to the extent that they are performing services on our behalf. Some cookies are necessary to operate the Service, while others can be functional or analytical. The cookies we use are generally divided into the following categories:

- *Strictly Necessary Cookies.* These are required for the operation of our Site. They include, for example, cookies that are intended to secure our Site.
- *Analytical/Performance Cookies.* These allow us to recognize and count the number of users on our Site and understand how such users navigate through the Site (e.g., when and which pages are visited, in what order the pages are visited, and where a user is located). This helps improve how the Site works, for example, by ensuring that users can find what they are looking for easily.
- *Functional Cookies.* These improve the functional performance of the Site and make it easier for you to use. For example, cookies are used to remember that you previously visited our Site and your preferences.

You can prevent the use of certain cookies by modifying your Internet browser settings, typically under the sections “Help,” “Internet Options,” or “Settings.” If you disable or delete

certain cookies in your Internet browser settings, you may still access our Site, however, you might not be able to access or use important functions or features of our Site. At this time, BeamReaders does not recognize automated browser signals regarding tracking mechanisms, which may include “do-not-track” instructions.

6. Children’s Privacy

The Service is not directed at users under the age of 16 and BeamReaders does not knowingly collect personal information from individuals under the age of 16. If you are aware of, or suspect that, someone under the age of 16 is using the Service without permission, please notify us immediately by contacting us as detailed below.

7. Our Use of Personal Information

We collect and use personal information for our reasonable business purposes, including but not limited to the following purposes:

- Providing the Service and providing goods and services requested by, or reasonably anticipated within the context of our relationship with you;
- Managing our relationship with you;
- Responding to inquiries or requests and requesting feedback;
- Tracking use of login credentials to access our Service;
- Analyzing use of, and improving, our Service;
- Administering promotions, events, or surveys;
- Providing relevant educational and promotional materials and other marketing;
- Detecting security incidents and protecting against malicious, deceptive, fraudulent, or illegal activity, and prosecuting those responsible for such activity;
- Conducting investigations, complying with legal and regulatory obligations and industry standards, and responding to lawful requests for information from the government or pursuant to valid legal process.

8. Our Disclosure of Personal Information

BeamReaders may share your personal information with third parties for our reasonable business purposes, including but not limited to the following third parties:

- *Service providers*, who help us provide, maintain and improve the Service, including IT service and hosting providers, web analytics providers, customer invoicing providers, and marketing providers.
- *Advisers and financial institutions*, including auditors, notaries, business continuity support service providers, and legal, tax, and risk and compliance advisers.
- *Government bodies, dispute resolution organizations, law enforcement agencies, or third parties* in connection with (a) responding to a subpoena, search warrant, or other lawful

request for information that we receive; (b) cooperating in a law enforcement or similar investigation; or (c) otherwise protecting our rights, as applicable.

We do not sell or rent your personal information.

9. Third-Party Websites

We may include links to third-party websites on the Site. These third-party websites may have separate and independent privacy policies. We therefore have no responsibility or liability for the content and activities of these linked websites. We encourage you to read the privacy policies of each of these third-party websites.

10. Privacy Choices

If you no longer want to receive marketing communications from us, you may unsubscribe at any time by following the unsubscribe options in the communication itself or by contacting us at the email address below. Please note that you cannot unsubscribe from certain correspondence from us, including messages relating directly to your account or order processing.

11. Security

We have established appropriate and reasonable security procedures to safeguard and secure the information that we collect, including using SSL Certificates and two-factor authentication. However, no security measures are perfect and we cannot guarantee that the information that you provide to us will not be accessed, disclosed, altered, or destroyed by breach of any of security procedures.

12. Your State Privacy Rights

State consumer privacy laws may provide their residents with additional rights regarding our use of their personal information. To learn more about California residents' privacy rights, please see the California Consumer Privacy Act Addendum attached to this Policy. In addition, Colorado, Connecticut, Virginia, and Utah each provide their state residents with rights to:

- Confirm whether we process their personal information.
- Access and delete certain personal information.
- Data portability.
- Opt-out of personal data processing for targeted advertising and sales.

Colorado, Connecticut, and Virginia also provide their state residents with rights to:

- Correct inaccuracies in their personal information, taking into account the information's nature processing purpose.

- Opt-out of profiling in furtherance of decisions that produce legal or similarly significant effects.

To exercise any of these rights please send us an email message at brsupport@beamreaders.com. To appeal a decision regarding a consumer rights request send us a message using the email below.

13. Updates to This Privacy Policy

We reserve the right, at any time, to modify this Privacy Policy. If we make revisions that change the way we collect, use, or share personal information, we will post those changes in this Privacy Policy on the Site. You should review this Privacy Policy periodically so that you keep up to date on our most current policies and practices.

14. Contacting BeamReaders

If you have any questions or concerns regarding privacy when using BeamReaders, please contact us at brsupport@beamreaders.com.

CALIFORNIA CONSUMER PRIVACY ACT ADDENDUM

This California Consumer Privacy Act Addendum supplements the information contained in the BeamReaders, Inc. ("Company," or "we" or "us") Privacy Policy for the Company's website (<http://www.beamreaders.com>) (the "Site") and the Company's web platform (together with the Site, the "Service"), and applies solely to all visitors of the Site and users of the Service who reside in the State of California ("consumers" or "you"). We adopt this Addendum to comply with the California Consumer Privacy Act of 2018 ("CCPA") and any terms defined in the CCPA have the same meaning when used in this Addendum.

Information We Collect

We collect information that identifies, relates to, describes, references, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer, household, or device ("personal information"). Personal information does not include:

- Publicly available information from government records.
- Deidentified or aggregated consumer information.
- Information excluded from the CCPA's scope, including health or medical information covered by the Health Insurance Portability and Accountability Act of 1996 (HIPAA) and the California Confidentiality of Medical Information Act (CMIA).

In particular, we have collected the following categories of personal information from its consumers within the last twelve (12) months:

Category	Examples	Collected
A. Identifiers.	A real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, Social Security number, driver's license number, passport number, or other similar identifiers.	YES
B. Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e)).	A name, signature, Social Security number, physical characteristics or description, address, telephone number, passport number, driver's license or state identification card number, insurance policy number, education, employment, employment history, bank account number, credit card number, debit card number, or any other financial information, medical information, or health insurance information. Some personal information included in this category may overlap with other categories.	YES
C. Protected classification characteristics under California or federal law.	Age (40 years or older), race, color, ancestry, national origin, citizenship, religion or creed, marital status, medical condition, physical or mental disability, sex (including gender, gender identity, gender expression, pregnancy or childbirth and related medical conditions), sexual orientation, veteran or military status, genetic information (including familial genetic information).	YES
D. Commercial information.	Records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.	YES
E. Biometric information.	Genetic, physiological, behavioral, and biological characteristics, or activity patterns used to extract a template or other identifier or identifying information, such as, fingerprints, faceprints, and voiceprints, iris or retina scans, keystroke, gait, or other physical patterns, and sleep, health, or exercise data.	NO
F. Internet or other similar network activity.	Browsing history, search history, information on a consumer's interaction with a website, application, or advertisement.	YES
G. Geolocation data.	Physical location or movements.	NO
H. Sensory data.	Audio, electronic, visual, thermal, olfactory, or similar information.	NO
I. Professional or employment-related information.	Current or past job history or performance evaluations.	NO
J. Non-public education information (per the Family	Education records directly related to a student maintained by an educational institution or party acting on its behalf, such as grades, transcripts, class lists, student schedules,	NO

Educational Rights and Privacy Act (20 U.S.C. Section 1232g, 34 C.F.R. Part 99)).	student identification codes, student financial information, or student disciplinary records.	
K. Inferences drawn from other personal information.	Profile reflecting a person's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.	YES

Collecting, Using, and Sharing Personal Information

Please see our Privacy Policy above for details about how we collect, use, and share and use your personal information.

Disclosures of Personal Information for a Business Purpose

In the preceding twelve (12) months, Company has disclosed following categories of personal information for a business purpose:

- Category A: Identifiers.
- Category B: California Customer Records personal information categories.
- Category C: Protected classification characteristics under California or federal law.
- Category D: Commercial information.
- Category F: Internet or other similar network activity.
- Category K: Inferences drawn from other personal information.

We have disclosed your personal information for a business purpose to service providers.

Sales of Personal Information

In the preceding twelve (12) months, Company has not sold personal information.

Your Rights and Choices

The CCPA provides consumers (California residents) with specific rights regarding their personal information. This section describes your CCPA rights and explains how to exercise those rights.

Access to Specific Information and Data Portability Rights

You have the right to request that we disclose certain information to you about our collection and use of your personal information over the past 12 months. Once we receive and confirm your verifiable consumer request (see section below titled "Exercising Access, Data Portability, and Deletion Rights"), we will disclose to you:

- The categories of personal information we collected about you.
- The categories of sources for the personal information we collected about you.
- Our business or commercial purpose for collecting or selling that personal information.
- The categories of third parties with whom we share that personal information.
- The specific pieces of personal information we collected about you (also called a data portability request).
- If we sold or disclosed your personal information for a business purpose, two separate lists disclosing:
 - Sales, identifying the personal information categories that each category of recipient purchased; and
 - Disclosures for a business purpose, identifying the personal information categories that each category of recipient obtained.

We do not provide these access and data portability rights for business-to-business personal information.

Deletion Request Rights

You have the right to request that we delete any of your personal information that we collected from you and retained, subject to certain exceptions. Once we receive and confirm your verifiable consumer request (see section below titled “Exercising Access, Data Portability, and Deletion Rights”), we will delete (and direct our service providers to delete) your personal information from our records, unless an exception applies.

We may deny your deletion request if retaining the information is necessary for us or our service provider(s) to:

1. Complete the transaction for which we collected the personal information, provide a good or service that you requested, take actions reasonably anticipated within the context of our ongoing business relationship with you, fulfill the terms of a written warranty or product recall conducted in accordance with federal law, or otherwise perform our contract with you.
2. Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, or prosecute those responsible for such activities.
3. Debug products to identify and repair errors that impair existing intended functionality.
4. Exercise free speech, ensure the right of another consumer to exercise their free speech rights, or exercise another right provided for by law.
5. Comply with the California Electronic Communications Privacy Act (Cal. Penal Code § 1546 et. seq.).
6. Engage in public or peer-reviewed scientific, historical, or statistical research in the public interest that adheres to all other applicable ethics and privacy laws, when the

information's deletion may likely render impossible or seriously impair the research's achievement, if you previously provided informed consent.

7. Enable solely internal uses that are reasonably aligned with consumer expectations based on your relationship with us.
8. Comply with a legal obligation.
9. Make other internal and lawful uses of that information that are compatible with the context in which you provided it.

We do not provide these deletion rights for business-to-business personal information.

Exercising Access, Data Portability, and Deletion Rights

To exercise the access, data portability, and deletion rights described above, please submit a verifiable consumer request to us by either:

- Emailing us at brsupport@beamreaders.com
- Visiting <http://www.beamreaders.com>

Only you, or someone legally authorized to act on your behalf, may make a verifiable consumer request related to your personal information. You may also make a verifiable consumer request on behalf of your minor child.

You may only make a verifiable consumer request for access or data portability twice within a 12-month period. The verifiable consumer request must:

- Provide sufficient information that allows us to reasonably verify you are the person about whom we collected personal information or an authorized representative.
- Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

We cannot respond to your request or provide you with personal information if we cannot verify your identity or authority to make the request and confirm the personal information relates to you.

Making a verifiable consumer request does not require you to create an account with us. We will only use personal information provided in a verifiable consumer request to verify the requestor's identity or authority to make the request.

Non-Discrimination

We will not discriminate against you for exercising any of your CCPA rights. Unless permitted by the CCPA, we will not:

- Deny you goods or services.

- Charge you different prices or rates for goods or services, including through granting discounts or other benefits, or imposing penalties.
- Provide you a different level or quality of goods or services.
- Suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services.

Other California Privacy Rights

California's "Shine the Light" law (Civil Code Section § 1798.83) permits users of our Website that are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please send an email to brsupport@beamreaders.com.

Changes to this Addendum

We reserve the right to amend this Addendum at our discretion and at any time. When we make changes to this Addendum, we will post the updated Addendum on the Website and update the Addendum's effective date. Your continued use of our Website following the posting of changes constitutes your acceptance of such changes.

Contact Information

If you have any questions or comments about this Addendum, the ways in which Company collects and uses your information described here and in the Privacy Policy, your choices and rights regarding such use, or wish to exercise your rights under California law, please do not hesitate to contact us at:

- Website: <http://www.beamreaders.com>
- Email: brsupport@beamreaders.com