

PRIVACY POLICY

Last Updated: May 1, 2020

This Privacy Policy describes the types of Personal Information the Blockchain Acceleration Foundation (hereinafter, “BAF”, “we”, “us”, or “our”) collect when you access or use our website (“Sites”);

Please read this Privacy Policy carefully as it explains how BAF may use and disclose such information, as well as your ability to control certain uses of it.

By accessing or using the Site, you agree to the collection, use, and disclosure of your Personal Information as described in this Privacy Policy, and you agree to our [Terms of Use](#), which are incorporated by reference. If you do not agree, stop accessing or using the Site and see information below about your rights.

1. WHAT INFORMATION DO WE COLLECT?

BAF collects information that identifies, describes, or is reasonably capable of being associated with you (“**Personal Information**”) and may include the following kinds of information to the extent they identify you or your household:

- **Personal identifiers**, such as your name, date of birth, phone number, email address, postal address.
- **Financial and commercial information**, such as your payment card number, billing address, public wallet address, and related financial information.
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- **Internet network activity**, such as how you use our Sites or Apps, the products you have viewed, and what website you visit when you leave. We also collect information through cookies and similar technologies that may capture your internet protocol (IP) address, personal device identifiers, the type of browser you are using, your operating system, ISP information, and similar online identifiers. **See the Section below on Cookies for more information about how we collect information about your online activity.**
- **Geolocation information** from your IP address, which links to the region you live in, or if your location settings on your device are set to share your location with us.
- **Professional Information**, such information pertaining to your level of blockchain knowledge and experience, which BAF events you have attended, test scores, and your resume.

Personal Information does not include publicly available information in government records or any data that has been deidentified, aggregated, or otherwise anonymized.

2. WHERE DO WE COLLECT INFORMATION FROM?

We collect your Personal Information from the following sources:

- **You**, when you voluntarily complete a survey or provide feedback on any of our message boards or via email.
- **Cookies and similar website interaction technologies**, when you use our site as described in the section on Cookies below.

- **Social media platforms**, when you interact with us on social media. For example, the Site may give you the option to link to your Facebook or other social media account, follow us, or share content on our account, your account, or your friends' account. Based on the way you have set your privacy settings on your social media accounts, most social media platforms, like Facebook, analyze data about how you interact with our Site and combine it with information on other users to provide us information about your name, profile name, demographic information, contact information, region, interests, and usage data. In addition, we may receive information about you if other users interact with us on social media and information about you is visible to us, for example the fact that you are "friends" or other public-facing profile information.
- **Business partners**, if they either have your consent or another legal basis to share your information with us. If you provide your Personal Information to other businesses or organizations, we do not control how they treat your information and are not responsible for their conduct. Instead, you should look to those businesses' policies and notices to understand how they treat your information and how to exercise your rights.

3. HOW DO WE USE THE INFORMATION WE COLLECT?

BAF generally uses the information we collect to accomplish important business and commercial purposes like to:

- **Provide you with information that you have requested** or agreed to receive, such as processing and delivering newsletters or special opportunities;
- **Contact you** with information, newsletters, and promotional materials from BAF or on behalf of our third-party partners and affiliates;
- **Share your resume or other personal and/or professional information** with blockchain recruiters.
- **Enable you to interact and connect with third-party services** like social media platforms;
- **Enable you to invite friends to use our Site**, for example when you send someone else a communication through the Site, like an invitation to a friend, we use the information you provide (e.g., your friend's name and e-mail address) to send the invite;
- **Address problems with the Site**, such as technical errors, bugs, and to prevent unauthorized activity;
- **Analyze and understand how you use and interact with our Site** to develop new products or Site, or enhance or improve our existing content, products, and Site;
- **Improve user experience and enable customizations**;
- **Prevent and detect crime or fraud**; and
- **Operate our day-to-day business**.

We will not use the Personal Information we collect for materially different purposes without first making reasonable efforts to notify you or, if necessary, obtain your consent.

4. WHEN DO WE DISCLOSE INFORMATION?

To accomplish the purposes listed above, we share the information we collect with:

- **Third Parties Promoting Sweepstakes, Contests, and Other Promotions**, if you choose to enter one of our promotions or sign up for a BAF-affiliated event, we may disclose your information to third parties or the public in connection with running the promotion or event.

- **Co-sponsors**, when you use certain areas of our Sites, you may be interacting with third parties, such as advertisers that provide products, services, or rewards programs. We may share information with these third parties if you participate in a co-branded, co-sponsored, or jointly presented promotion, contest, survey, voting feature, or service.
- **Legal Matters; Safety:** We may be permitted or required by law to access and disclose your Personal Information to respond to subpoenas, judicial processes, or government requests and investigations, or in connection with an investigation on matters related to public safety. We may disclose your Personal Information to protect the security of website, servers, network systems, and databases. We also may disclose your Personal Information as necessary, if we believe that there has been a violation of our Terms of Use, any other legal document or contract related to our Site, or the rights of any third party.
- **Aggregate or Anonymous Non-Personal Information**, we may aggregate, anonymize, or de-identify your Personal Information and share it with third parties for marketing or analytics. Once data is aggregated, anonymized, or de-identified it no longer identifies you and is not Personal Information.

5. COOKIES

Our Sites uses cookies, tags, pixels, and similar technologies (“**Cookies**”) to provide, customize, evaluate, improve, and protect our Site.

A Cookie is a small piece of text that is placed on your website browser, device, or hard drive when you visit a website or use an application. These include our own first-party Cookies as well as third-party Cookies of our service providers and marketing partners. Cookies serve a variety of functions, like enabling us to remember your log-in information when you visit our Sites. You can find out more about Cookies in general and how they work at Cookiepedia.

What Information Do Cookies Collect?

Cookies collect online identifiers such as your IP address, device identifier, advertising identifier, or similar unique digital identifier. Cookies use these online identifiers to track your commercial activity, such as products or Site purchased or considered, internet activity, including browsing history, search history, and information regarding your interaction with our site or a given advertisement. Finally, this information may be used by BAF or our marketing partners to draw inferences and create a profile about your consumer preferences or trends.

What Types Of Cookies Do We Use?

We use Cookies for the following purposes:

- **Strictly Necessary.** These Cookies are necessary to make the site run and enable basic functions like page navigation. They also help us identify and control trusted web traffic, as well as detect and prevent fraud or malicious activity. Finally, they ensure the website responds to your instructions.
- **Performance and Analytics.** Cookies help us analyze how you interact with our website to improve user experience and functionality.
- **Customization.** We also use Cookies to remember your preferences and customize your user experience. For example, these Cookies can remember your log-in information so you don’t have to sign in every time you return to our website.

How Can You Manage Cookies?

If you wish to prevent Cookies from tracking your activity on our website or visits across multiple websites, you can set your browser to block certain Cookies or notify you when a Cookie is set. *If you block cookies, certain features on our website may not work.* For more information on how you can customize your browser's Cookie setting please visit the link to your web browser below:

- **Chrome**
- **Google**
- **Safari**
- **Internet Explorer**
- **Mozilla**

You may opt-out of interest-based advertising in general by visiting the Digital Advertising Alliance's, or Network Advertising Initiative's websites. We are not responsible for the completeness, effectiveness, or accuracy of any third party opt-out options or programs.

6. YOUR CHOICES AND OPT-OUTS

You have the right to access or change your Personal Information at any time by contacting us at info@baf.network with "Access or Change My Data" in the subject line.

Email Offers. If you do not want to receive newsletters or other marketing emails from us, click the unsubscribe link in the footer of the marketing email. or contact us at info@baf.network with "Do Not Email" in the subject line.

7. YOUR CALIFORNIA RIGHTS

California residents may have additional rights over their Personal Information.

Do Not Track Requests. Some web browsers or smartphones have the ability to set "Do Not Track" requests to block user activity from being tracked across web pages or devices. Our Sites and Apps do not recognize "Do Not Track" signals.

Third-Party Marketing. If you are a California resident, you may request information about our disclosure of Personal Information to third parties for their direct marketing purposes made within the last twelve months. To make such a request, please contact us at info@baf.network. You must put "Third-Party Marketing Opt-Out" in the subject field.

8. THIRD-PARTY CONTENT, LINKS, AND PLUG-INS

The website may have links to third-party websites and mobile applications, which may have privacy policies that differ from our own. We are not responsible for the practices of such sites and apps. Our website may also offer you the ability to interact with social plugins from social media sites, which may allow us and/or the social media site to receive data from or about you. In some cases, we may know that you clicked on a social plugin, such as a Twitter Follow button, or receive other information from the social media sites. Similarly, if you have previously provided

Personal Information to a third party operating a plug-in on the website, then such third party may recognize you on the website. Your use of social network plugins is subject to each social media site's privacy policy, which may be different from ours, so please read those policies carefully to understand their policies and your options. As with linked sites, we have no control over the information that is collected, stored, or used by social network plugins, and are not responsible for the practices of such sites.

9. PUBLIC FORUMS

Any information you may disclose on our Site, in blogs, on message boards, in chat rooms, or on other public areas on the Site or other third-party websites that the Site may link to, becomes public information. Please exercise caution when disclosing Personal Information in these public areas.

10. CHILDREN'S PRIVACY

Protecting children's privacy is important to us. We do not direct the Site to, nor do we knowingly collect any Personal Information from, children under the age of thirteen. If we learn that a child under the age of thirteen has provided Personal Information, we will use reasonable efforts to promptly remove such information. If you are a parent of a child under thirteen and you believe we have collected your child's personal information contact us as info@baf.network.

11. DATA STORAGE

Your Personal Information may be stored on servers in the United States and is subject to the laws of the United States, where the data protection and other laws may differ from those of other countries.

12. CHANGES TO THIS PRIVACY POLICY

We reserve the right, at our sole discretion, to change, modify, add, remove, or otherwise revise portions of this Privacy Policy at any time. When we do, we will post the change(s) on the website. Your continued use of the Sites and Apps following the posting of changes to these terms means you accept these changes. If we change the Privacy Policy in a material way, we will take reasonable steps to notify.

13. HOW TO CONTACT US

If you have any questions or concerns about this Privacy Policy or the practices described herein, you may contact us at info@baf.network.