

BESTDEFENSE'S DATA PRIVACY POLICY

EFFECTIVE DATE

This Policy is effective as of: September 8, 2025

I. PURPOSE

This Privacy Policy describes what personal information BESTDEFENSE INC. d/b/a BestDefense (hereinafter “BestDefense”) collects, uses, shares, and otherwise processes about individuals (“**you**” or “**your**”) and non-public, personal identifying information (“**Personal Information**”) and what choices you have around this activity.

BestDefense may modify this Privacy Policy from time to time, including as required to keep current with applicable laws and regulations, new technologies, and security standards. When we do, we will post the updated policy on our Sites. If we change the policy in a material and retroactive manner, we will provide appropriate notice to you.

II. APPLICABILITY OF THIS PRIVACY POLICY

This Privacy Policy applies only to this website ([www.https://bestdefense.io](https://bestdefense.io)), our mobile sites, mobile application (i.e. app), our use of social media sites (collectively, the “**Sites**”), and any other Personal Information obtained when you call, email, or otherwise communicate or interact with BestDefense. By accessing the Sites on any computer, mobile phone, tablet, or other devices (collectively, “**Device**”) or otherwise interacting with BestDefense, you agree to the terms of this Privacy Policy. If you do not agree to this Privacy Policy, please do not use the Sites. We encourage you to periodically review our Privacy Policy to stay informed about how we are using the information we collect.

III. INFORMATION WE COLLECT AND RECEIVE

For the 12-month period prior to the date of this Privacy Policy, we explain here what categories of Personal Information we have collected, the source of the Personal Information, and with whom we have shared it:

Category of Personal Information Collected	Source	Purpose for Collection	Categories of Recipients
<u>Contact information</u> : such as name, email address, personal or business address, phone number, and other information you provide.	From visitors to the Sites who register and create an account, contact us, sign up for emails, use our services, or otherwise interact with us.	To communicate with and respond to visitors and our customers, and for verification of identity or to meet legal obligations.	We may share this information with select marketing, information technology, or other service providers and partners.

Browsing information:

such as your IP address, MAC address or other device identifier, HTTP Referrer information, the kind of browser or device you use, pages and content that you visit on the Sites, what you click on, the state and country from which you access the Sites, date and time of your visit, and web pages you linked to our Sites from.

Our Sites and your interactions with the Sites, including through the use of cookies, tracking pixels, and other tracking technologies explained further below.

To evaluate usage of the Sites and improve performance and our services; to protect the security and integrity of the Sites and our business, such as preventing fraud, hacking, and other criminal activity or to meet legal obligations.

The service providers that help us with fraud protection and website analytics.

Financial information: such as name, card issuer and card type, credit or debit card number, expiration date, CVV code, and billing address.

Visitors of the Sites provide us with this information when they pay for our services, register for specific services, or complete transactions on the Sites.

To complete financial transactions between you BestDefense and for specific products or services provided on the Sites.

Our service providers that help us process financial transactions.

When you visit the Sites, we may collect certain information from you, including your Internet Protocol (IP) address, MAC address, browser type, operating system, device-identifying information, the specific web pages visited immediately preceding your connection, and the domain name from which you accessed the Sites. BestDefense is the data controller responsible for your Personal Information. In addition, we may collect information about your browsing behavior, such as the date and time you visit the Sites, the areas or pages of the Sites that you visit, the amount of time you spend viewing the Sites, the number of times you return to the Sites and other clickstream data. We may also use non-personal or aggregated information for statistical analysis, research, and other purposes.

IV. COOKIE POLICY

As further detailed in our Cookie Policy, we analyze how visitors use our Sites through the use of cookies and similar tracking technologies and tools (e.g., tracking pixels and web beacons) to collect data (e.g., device IDs) as described in our Cookie Policy.

V. TERMS AND CONDITIONS

Please read the Terms and Conditions carefully before accessing or using any part of the Sites. **BY ACCESSING OR USING THE SITES, YOU AGREE THAT YOU HAVE READ, UNDERSTAND, AND AGREE TO BE BOUND BY THESE TERMS AND CONDITIONS, AS AMENDED FROM TIME TO TIME.** If you do not agree to BestDefense's Terms and Conditions, do not access or use any part of the Sites.

VI. YOUR CHOICES

You may at any time:

- Stop receiving marketing or promotional emails, direct mail, phone, and mobile marketing communications;
- Update and correct your Personal Information; and
- Request the removal of information you post on Sites; in some cases, we may not be able to remove your content or Personal Information, in which case we will let you know if we are unable to do so and why.

To do any of these, let us know by one of these methods:

- Follow the directions in a marketing email, direct mail, or mobile communication that you receive from us; and
- Provide your request and current contact information through one of the contact methods listed under “Contact Us” below

VII. DISCLOSURE OF INFORMATION

We may disclose information collected from and about you as follows: (1) to our related companies and service providers, to perform a business, professional, or technical support function for us; (2) to our business, sales, and marketing partners and affiliates, advertisers or other third parties, who may contact you with their own offers; (3) as necessary if we believe that there has been a violation of the Site’s Terms and Conditions or our rights or the rights of any third party; (4) to respond to legal process (such as a search warrant, subpoena or court order) and provide information to law enforcement agencies or in connection with an investigation on matters related to public safety, as permitted by law, or otherwise as required by law; and (5) in the event that BestDefense or substantially all of its assets are acquired, or there is a restructuring, your Personal Information may be one of the transferred assets. We may also disclose your Personal Information with your express consent. We may share aggregate, non-personally identifiable information about Sites users with third parties.

Please note that if you voluntarily submit any Personal Information for posting on the Sites the information becomes publicly available and can be collected and used by others, so you should use care before posting information about yourself online.

VIII. INTEREST-BASED ADVERTISING

We may use third-party advertising companies that use tracking technologies to serve our advertisements across the Internet. These companies may collect information about your visits to the Sites and other websites and your interaction with our advertising and other communications. These advertising companies serve ads on behalf of us, and others on non-affiliated sites, and some of those ads may be personalized, meaning that they are intended to be relevant to you based on information collected about your visits to the Sites and elsewhere over time. Other companies may also use such technology to advertise on our Sites. You have the choice to tell us not to collect and use this information, and in some jurisdictions, we will only engage in interest-based advertising if you opt in. If you would like more information about this practice and to know your choices concerning interest-based ads, visit:

- <https://www.networkadvertising.org/choices/>
- <https://www.aboutads.info/choices>

II. RETENTION OF PERSONAL INFORMATION

We retain the Personal Information we receive for as long as necessary to fulfill the purpose(s) for which the information was collected, provide our services and products, pursue legitimate business purposes, enforce our agreements, and comply with applicable laws.

III. CHILDREN’S PRIVACY

The Sites are not directed to children, nor do we knowingly solicit or collect any Personal Information from children under the age of thirteen (13) without verifiable parental consent. If you believe that a child has provided Personal Information to us, please contact us promptly using the contact information detailed in the “Contact Us” section below, and we will promptly investigate and then delete such information from our systems if warranted. Parents and legal guardians always have the right to inspect any information that we may have inadvertently collected from their child and have the right to have us delete it.

IV. THIRD-PARTY WEBSITES

The Sites may contain links to third-party websites, such as social media sites like Facebook and Twitter, which may have privacy policies that differ from our own. We are not responsible for the activities and practices that take place on these websites. Accordingly, we recommend that you review the privacy policy posted on any external site before disclosing any Personal Information. Please contact those websites directly if you have any questions about their privacy policies.

V. SECURITY

We maintain reasonable and appropriate measures designed to maintain the information we collect in a secure manner. We have taken certain physical, electronic, and administrative steps to safeguard and secure the information we collect from visitors to the Sites.

Unfortunately, however, no data transmission over the Internet or any data storage system is 100% secure. While we strive to protect your information, we cannot ensure or warrant the security of such information on our or third-party sites. If you have reason to believe that your interaction with us is no longer secure, please immediately notify us using the contact options on our Contact Us page.

VI. U.S. STATE PRIVACY LAWS

A. CALIFORNIA PRIVACY RIGHTS DISCLOSURE

Right to Access

If you are a California resident, you have the right to request, up to two times each year, access to categories and specific pieces of personal information about you that we collect, use, disclose, and sell.

Right to Delete

If you are a California resident, you have the right to request that we delete personal information that we collect from you, subject to applicable legal exceptions.

Right to Opt Out of Sale of Personal Information

If you are a California resident, you have the right to “opt out” of the “sale” of your “personal information” to “third parties” (as those terms are defined in the CCPA).

When you exercise these rights and submit a request to us, we may need to verify your identity. We also may use a third-party verification provider to verify your identity. Your exercise of these rights will have no adverse effect on the price and quality of our products or services.

B. CONNECTICUT DATA PRIVACY RIGHTS.

If you are a Connecticut resident, (Public Act No. 22-15) An Act Concerning Personal Data Privacy and Online Monitoring provides you additional rights with the respect to your personal information. The Act grants Connecticut consumers the right to (A) access, correct, delete and obtain a copy of personal data that we collect, and (B) opt out of the processing of personal data for the purposes of (i) targeted advertising, (ii) certain sales of personal data, or (iii) profiling.

C. UTAH CONSUMER PRIVACY RIGHTS.

If you are a Utah resident, the Utah Consumer Privacy Act (UCPA) (S.B. 227) gives consumers a number of rights related to their personal data, including the right to: (A) access and delete personal data, (B) opt out of the collection and use of personal data for certain purposes, and (C) obtain a copy of their personal data.

D. VIRGINIA CONSUMER DATA PRIVACY PROTECTION ACT.

If you are a Virginia resident, the Virginia Consumer Data Protection Act (“VCDPA”) (Va. Code § 59.1-575) allows for consumers to request that the company collecting their personal data: (A) confirm if the company is actually processing their personal data, (B) correct inaccuracies in the consumer’s personal data that is collected by the company, (C) delete personal data provided by or obtained about the consumer, (D) obtain copies of the personal data collected by the company, and (E) opt out of the processing of personal data for purposes of targeted advertising, the sale of personal data, or further profiling.

E. COLORADO PRIVACY ACT

If you are a Colorado resident, (SB21-190) The Protect Personal Privacy Act provides you additional rights with the respect to your personal information. The Act grants Colorado consumers the right to (A) access, correct and delete the personal data that we collect, and (B) opt out of the processing of personal data for the purposes of (i) certain sales of personal data, or (ii) profiling.

XIII. YOUR PRIVACY RIGHTS

We prioritize your control over how your personal data is used. However, applicable laws may govern our ability to access or control your personal data. Depending on your jurisdiction, you may have the following rights regarding your personal data:

- **Access and Information:** You have the right to be informed about the personal data we process and to request access to it.
- **Correction:** The right to update and correct inaccuracies in your data.
- **Restriction and Deletion:** The right to request that your data be restricted or deleted.

- **Objection and Withdrawal:** The right to object to or withdraw consent for certain uses of your data.
- **Automated Decision-Making:** The right not to be subject to automated decision-making, including profiling, where it may have a legal or similarly significant impact on you.
- **Data Portability:** The right to request the transfer of the data you provided to us to another entity.

We are committed to ensuring that exercising these rights does not result in discrimination against you.

A. HOW TO EXERCISE YOUR PRIVACY RIGHTS

If you wish to exercise your privacy rights, please contact us using the details in the “Contact Us” section below. When submitting your request, please specify which right you wish to exercise and your jurisdiction. For security and identity verification purposes, we may request additional information before disclosing the personal data you have requested to verify your identity.

Please note that in certain circumstances, we may charge a fee as permitted by law, for example, if your request is manifestly unfounded or excessive. Additionally, we may not always be able to fully accommodate your request, such as when it would compromise our confidentiality obligations to others or when legal provisions allow us to handle the request differently.

XIV. ACCESS, CORRECTION, & DELETION REQUESTS

We respect your right to access and correct your Personal Information. Subject to applicable laws, you may exercise your rights to request that we delete or restrict access to your Personal Information. We may need to retain it for legally permitted purposes, and this will be explained to you if necessary. If you need assistance correcting or updating your Personal Information or would like to request that we delete your Personal Information, please contact us as detailed in the “Contact Us” section below.

Instructions for Authorized Agents Making Access and Deletion Requests

You may also use an authorized agent to submit an access or deletion request on your behalf. Authorized agents may submit access and deletion requests by contacting us as detailed in the “Contact Us” section below. An authorized agent must have your signed permission to submit a request on your behalf or provide proof that they have power of attorney in accordance with California probate law. Authorized agents that are business entities must be registered with the California Secretary of State to conduct business in California. Before completing requests from authorized agents, we may contact you directly to confirm you’ve given your permission and/or to verify your identity.

A. VERIFICATION OF IDENTITY

If you choose to contact us directly by phone, email, or in writing, you will need to provide us with:

- Enough information to identify you (e.g., your full name, address, etc.);
- Proof of your identity and address (e.g., a copy of your driver’s license or government-issued ID); and
- A description of what right you want to exercise and the information to which your request relates.

We are not obligated to make a data access or data portability disclosure if we cannot verify that the person making the request is the person about whom we collected information, or is someone authorized to act on such person's behalf.

Any Personal Information we collect from you to verify your identity in connection with your request will be used solely for the purposes of verification.

B. RIGHT TO LODGE COMPLAINTS

We are transparent about the ways in which we collect and use Personal Information, and welcome your questions and concerns. We hope that we or our Data Protection Officer can resolve any query or concern you raise about our use of your information.

If you have any concerns or complaints about the way we handle your Personal Information, please contact us using the contact information detailed in the "Contact Us" section below. To the extent you believe we have not addressed your concerns or otherwise choose to do so, you have the right to lodge a complaint with a supervisory authority in the country where you reside.

If you are a United States resident, you may contact the US Federal Trade Commission regarding your concerns. For more information, please see: <https://www.ftc.gov/faq/consumer-protection/submit-consumer-complaint-ftc>

The General Data Protection Regulation also gives you right to lodge a complaint with a supervisory authority, in the European Union (or European Economic Area) state where you work, normally live, or where any alleged infringement of data protection laws occurred.

XV. BASIS FOR PROCESSING PERSONAL DATA

We may process personal data under the following conditions:

- **Consent:** You have consented to our processing of your personal data for one or more specific purposes.
- **Performance of a contract:** Provision of personal data is necessary for the performance of an agreement with you and/or for any pre-contractual obligations.
- **Legal obligations:** Processing personal data is necessary for compliance with a legal obligation to which BestDefense is subject.
- **Legitimate interests:** Processing personal data is necessary for legitimate business or commercial interests pursued by BestDefense.

In any case, we will gladly help to clarify the specific legal basis that applies to the processing, and whether the personal data is a statutory or contractual requirement, or a requirement necessary to enter into a contract.

A legitimate interest is when we have a business or commercial reason to use your information, so long as this is not overridden by your own rights and interests.

The table below explains what we use (process) your personal information for and our reasons for doing so:

What do we use your personal information for:	Our reasons:
To provide the services to you.	This is for the performance of our contract(s) with you or to take steps at your request before entering into a contract.
To prevent and detect fraud against you or BestDefense.	For our legitimate interests or those of a third party, i.e., to minimize fraud that could be damaging for us and you.
Gathering and providing information required by or relating to audits, inquiries, or investigations by regulatory bodies.	To comply with our legal and regulatory obligations.
Operational reasons, such as improving efficiency, training and quality control.	For our legitimate interests or those of a third party, i.e., to be as efficient as possible.
Ensuring the confidentiality of commercially sensitive information.	We do this to protect our legitimate interests or those of a third party, i.e., trade secrets and other commercially valuable information. To comply with our legal and regulatory obligations.
Statistical analysis to help us manage our business.	For our legitimate interests or those of a third party, i.e., to be as efficient as possible.
Preventing unauthorized access and modifications to systems	For our legitimate interests or those of a third party, i.e. to prevent and detect unauthorized and/or criminal activity that could be damaging for us and you. To comply with our legal and regulatory obligations.
Updating and enhancing user records.	For the performance of our contract(s) with you or to take steps at your request before entering into a contract. To comply with our legal and regulatory obligations. For our legitimate interests or those of a third party, e.g., keeping in touch with our users about new services and features.
Corporate Filings/Statutory returns	To comply with our legal and regulatory obligations.
Ensuring safe working practices, staff administration, and assessment.	To comply with our legal and regulatory obligations. For our legitimate interests or those of a third party, e.g., to ensure we are following our own internal procedures and efficiency.

<p>Marketing our existing and new services, features, we wish to promote, including those of selected third parties to:</p> <ul style="list-style-type: none"> • existing and former users; • third parties who have previously expressed an interest in our services; and • third parties with whom we have had no previous dealings. 	<p>For our legitimate interests or those of a third party, i.e., to promote our business to existing and former users.</p>
<p>External audits and quality checks, e.g., for Internal Organization for Standardization (ISO) or Investors in People accreditation and the audit of our accounts.</p>	<p>For our legitimate interests or those of a third party, i.e., to maintain our accreditations.</p> <p>To comply with our legal and regulatory obligations.</p>

XVI. PROMOTIONAL COMMUNICATIONS

We may use your personal information to send you updates (by email, text message, phone call, push notification, or post) about our Sites, including exclusive offers, promotions, services, and features that we believe would interest you or that we wish to promote.

We have a legitimate interest in processing your personal information for promotional purposes (see “Basis for Processing Personal Data” above). Typically, we do not require your consent to send you promotional communications. However, when consent is necessary, we will request it separately and transparently. You have the right to opt out of receiving promotional communications at any time. To do so, please contact us using the information in the “Contact Us” section below.

XVII. WHERE YOUR PERSONAL INFORMATION IS HELD

Information may be held at our offices and those of our third-party service providers, representatives, and agents, as described above (see “Disclosure of Information”). Some of these third parties may be based outside the European Economic Area. For more information on how we safeguard your personal information when this occurs, see Section XVII, “Visitors from Outside the United States—Cross-Border Transfer.”

XVIII. VISITORS FROM OUTSIDE THE UNITED STATES—CROSS-BORDER TRANSFER

The Sites are hosted in the United States. If you are visiting the Sites from outside the United States, your information may be transferred to, stored, and processed in the United States or other countries in accordance with this Privacy Policy. The data protection and other applicable laws of the United States or other countries may not be as comprehensive as those laws or regulations in your country or may otherwise differ from the data protection or consumer protection laws in your country. Your information may be available to government authorities under lawful orders and laws applicable in such jurisdictions. By using the Sites and/or providing Personal Information to us, you consent to the transfer of your information to our facilities as described in this Privacy Policy.

XIX. CONTACT US

BestDefense is the data controller responsible for your Personal Information, and the Data Privacy Officer is Daniel Baddeley Jr, whose contact information appears below.

If you have questions about this Privacy Policy or our practices, or if you are seeking to exercise any of your statutory rights, you can contact us at the following address:

Data Privacy Officer: Daniel Baddeley Jr.
Email: dan@bestdefense.io
Address: BestDefense INC.
ATTN: Data Privacy Officer
Clearwater, Florida 33764
Phone: 727.266.8172

If you would like this notice in another format (i.e. audio, large print, braille) please contact us at the above.