

**ANNEX 1**

<b>Sources of Information</b>	<b>Category and Types of Information we collect</b>	<b>How we use it</b>	<b>Third parties with whom we may share this information</b>	<b>Information Sold or Shared (Yes/No)</b>	<b>Retention Period</b>
Business to Business Contact Information	Identifiers - name, address, phone, and email, and company name  If you opt-in, text SMS/MMS messages and data.	To respond to your requests;  To deliver marketing, service updates, and promotional offers based on your communication preferences (unless you have requested that we not send such communications);  For the business purpose of selling you our services or administering your associated BasePoint account;  As otherwise specified in this Privacy Policy and/or at the point of Personal Information collection.	Service providers and contractors that we use to support our business and operations (e.g. vendors hosting or operating our Site, data-storage vendors, entities that deliver communications on our behalf, and fraud detection service providers);  Third parties (including, without limitation, governmental agencies) if required to do so by law, regulation or court order; to respond to governmental and/or law enforcement requests;  An acquirer or successor-in-interest in the event of a reorganization, merger, sale, change of control, consolidation, joint venture, assignment, transfer or other disposition of all or any part of BasePoint or its affiliates including any negotiation thereof.	No	We will retain your B2B Information for as long as it is necessary to fulfill the purposes outlined in this Policy and as otherwise needed to comply with applicable law and internal company policies.
Your computer or mobile device, through your online activities and	Internet/Network Activity – IP address, your device information, domain name,	To provide, maintain administer and expand our Site and services;	Service providers and contractors that we use to support our business and operations (e.g. vendors hosting or operating our Site, data-storage vendors, entities that	No	We will retain your Internet/Network Activity for as long as it is necessary to

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interactions with us, including, without limitation, your online activity on our Platforms and your use of our services.	browser type and operating system, time spent on webpages, links clicks, pages viewed within Site, site-navigation patterns.	<p>To analyze and track usage of our Site, communications, and social media accounts;</p> <p>To better understand how you use our Site and services;</p> <p>To enhance, modify, or improve our business, Site, and services;</p> <p>For records, research, legal, and other business purposes;</p> <p>To comply with our policies, procedures, and legal obligations, including complying with law enforcement or governmental authority requests, investigating fraudulent activity, resolving disputes, and enforcing our legal agreements and policies.</p>	<p>deliver communications on our behalf, and fraud detection service providers);</p> <p>Third parties (including, without limitation, governmental agencies) if required to do so by law, regulation or court order; to respond to governmental and/or law enforcement requests;</p> <p>An acquirer or successor-in-interest in the event of a reorganization, merger, sale, change of control, consolidation, joint venture, assignment, transfer or other disposition of all or any part of BasePoint or its affiliates including any negotiation thereof.</p>		fulfill the purposes outlined in this Policy and as otherwise needed to comply with applicable law and internal company policies.