

PRIVACY POLICY STATEMENT

Last Updated: 18 May 2022

Thank you for being part of our community at BEAM+ LAB, owned and operated by Beampluslab Limited (the “**Company**”). This Privacy Policy Statement (“**Privacy Policy**”) applies in respect of the Company and all our subsidiaries, parent companies, and subsidiaries of our parent companies, as applicable (jointly referred to as “**we**”, “**our**” and “**us**”).

Unless otherwise specified, capitalised terms in this Privacy Policy shall have the same meanings as those defined in our User Terms of Agreement, as updated from time to time (the “**Agreement**”). To view a copy of the Agreement, please visit:

https://www.cryptyques.com/pdf/User_Terms_of_Agreement.pdf. This Privacy Policy is incorporated by reference into the Agreement, which apply when you use our Service.

We are committed to protecting your personal data and your right to privacy pursuant to the Personal Data (Privacy) Ordinance (Cap. 486) (“**PDPO**”). If you have any questions or concerns about this Privacy Policy, or our practices with regards to your personal information, please contact us at Inquiries@beampluslab.com.

When you visit our website (www.cryptyques.com) (the “**Site**”) or use any of our Service, we appreciate that you are trusting us with your personal information. We take your privacy very seriously. In this Privacy Policy, we seek to explain to you in the clearest way possible what information we collect, how we use it and what rights you have in relation to it. We hope you take some time to read through it carefully to understand our practices with regards to personal data. By using any Service, you agree to the terms of this Privacy Policy and the Agreement. If you do not agree with the practices or terms described, please do not provide us with your personal information or use or interact with the Site.

This Privacy Policy applies to all information collected through our Service, as well as, any related services, including online services, interactive features, sales, marketing, events or any of the online activities we own or control.

Please read this Privacy Policy carefully and understand it before using our Site or any Service.

1. The Types of Personal Data We Collect

1.1 We collect personal information that you voluntarily provide to us when you register for, contact us or participate in the activities of our Service or when you express an interest in obtaining information about us or our Service. The personal information that we collect depends on the context of your interactions with us and the Service provided.

1.2 The following definitions in this clause shall apply in this Privacy Policy:

- “**Personal Data**” means data that allows someone to identify you individually, including, for example, your first and last name, gender, date of birth, email address contact details, as well as any other non-public information about you that is associated with or linked to any of the foregoing.

- **“Anonymous Data”** means data, including any aggregated and de-identified data, that is not associated with or linked to your Personal Data, which data do not in itself identify specific individuals.

1.3 Information Disclosed to Us

- (a) When you use our Service, update your Account profile or contact us, we may collect Personal Data from you, such as email address, first and last name, username, and other information you may provide to us. We may also collect your blockchain address, which may become associated with Personal Data when you use our Service.
- (b) Our Site allows you to store preferences as to how to access the Service, including notification and communication settings; how your content is displayed; and other related settings.
- (c) When you contact us and/or provide us with feedback, we will collect your name and contact information, as well as any other content included in the relevant message.
- (d) In addition, Personal Data may also be collected at other times when using our Service, either provided to us voluntarily or when requested and stated as being collected.

1.4 Information Automatically Collected

We automatically collect certain information when you visit, use, access or navigate the Site and use any of our Service. Although this information does not reveal your personal identity, it may include such device and usage information as listed below. This type of information is collected to maintain the security and operation of our Service, and for internal data analytics and reporting purposes.

- (a) **Device and Usage Data:** We may collect IP address, proxy server, blockchain address, Wallet type, device information, device and application identification numbers, location, browser type, information about your activity in the Services (such as data or time stamps associated with your usages, pages and files viewed, searches and other actions you take), device event information (such as system activity, error reports and hardware settings), hardware model, internet service provider, mobile carrier, operating system, system configuration information, and other similar or relevant information.
- (b) **Cookies:** Like many online services, we may use internet or HTTP cookies (the **“Cookies”**) to collect information. We may use both session Cookies (which expire once you close your web browser) and persistent Cookies (which stay on your computer until you delete them) to analyse how users interact with our Service, make improvements to our product quality, and provide users with a more personalised experience.

- (c) **Pixel Tags:** We may use Pixel Tags, also referred to as clear Gifs, Web beacons or Web bugs, to allow us to analyse how users find our Service, make the Service more useful to you and tailor your experience with us to meet your particular interests and needs.

1.5 Analytics Services

We may employ the use of third-party analytics services (the “**Analytics Services**”) that help us analyse how users use our Site and Service. Any information generated by the Cookies or other technologies about your use of our Service (the “**Analytics Information**”) may be transmitted to the Analytics Services to generate reports on user activity. Any information received from the Analytics Services will be used to improve our Service. In addition:

- (a) you understand, acknowledge and agree that the Analytics Services may also transfer information to third parties where required to do so by law, or where such third parties process Analytics Information on their behalf. Each Analytics Services’ ability to use and share Analytics Information is restricted by the terms of the respective user terms and conditions and privacy policy; and
- (b) by using our Service, you consent to the processing of data about you by Analytics Services in the manner and for the purposes set out above.

1.6 Information Collected from Third-Parties

To enhance our marketing, offers and services, we may obtain information about you from other sources, such as public databases, joint marketing partners, affiliate programs, data providers, social media platforms and other third-parties. We may also receive Personal Data and/or Anonymous Data about you from third parties that offer their products and/or services for use in conjunction with, or linked from, our Service.

1.7 Public Blockchain Information

We may collect data publicly accessible and available on any blockchains, which data may include blockchain addresses and information regarding purchases of NFTs. Such data collected may be associated with any other Personal Data you have provided to us.

2. Purpose of Personal Data Collection

We process your Personal Data for running our Site, providing you with any Service and continually improving our Service. Your Personal Data may be used for the following purposes:

- (a) carrying out our Service, including without limitation, helping you view NFTs with our tools and purchasing, at your discretion, NFTs on public blockchains;
- (b) maintaining and operating the Site;

- (c) enabling Account creation, log-in and authentication;
- (d) managing, administering and identifying User's Accounts;
- (e) providing customer services in respect of our Service;
- (f) providing and updating our Service;
- (g) sending administrative information to you;
- (h) requesting user feedback;
- (i) marketing or advertising of our Service, including notifications of offers of any NFTs;
- (j) for direct marketing (see paragraph 5 of this Privacy Policy);
- (k) internal administration and management purposes;
- (l) conducting research and development purposes or statistical analysis;
- (m) complying with legal and regulatory requirements or enforcing any terms and conditions in the Agreement, this Privacy Policy and/or other relevant documents with you;
- (n) detect, prevent and address any potential violations of the Agreement and/or any other harmful or unlawful activities; and
- (o) any other purposes relating to any of the above or any other business purposes.

3. Disclosure and Sharing of Personal Data

3.1 In providing your personal information you consent to us collecting, storing and using your personal information in the manner set out above, and you consent to us disclosing your personal information to our related bodies corporate (including any subsidiary, joint venture or company under common control) and each of their officers, contractors, employees and agents who may collect, store and use your personal information in the manner set out above.

3.2 We may share some or all of your Personal Data in connection with or during negotiation of any merger, financing, acquisition, or dissolution transaction or proceeding involving sale, transfer, divestiture, or disclosure of all or a portion of our business or assets. In the event of an insolvency, bankruptcy, or receivership, Personal Data may also be transferred as a business asset. If another company acquires our company, business, or assets, that company will possess the Personal Data collected by us and will assume the rights and obligations regarding your Personal Data as described in this Privacy Policy.

- 3.3 The Company may disclose Personal Data if it believes in good faith that such disclosure is necessary:
- (a) in connection with any legal investigation;
 - (b) to comply with relevant laws or other legal process served on the Company;
 - (c) to protect or defend the rights or property of the Company or users of the Service; and/or
 - (d) to investigate or assist in preventing any violation or potential violation of relevant laws and regulations, the terms of the Agreement and this Privacy Policy.
- 3.4 We may also disclose your Personal Data:
- (a) to fulfil the purpose for which you provide it;
 - (b) for any other purpose disclosed by us when you provide it;
 - (c) to any third-party service providers who support the operation of the Site and any Service; and/or
 - (d) with your consent.

4. Security

- 4.1 Once we receive your Personal Data, we will use all reasonably practicable steps to ensure that your Personal Data are stored securely and protected by us, our data processors and third-party processors against unauthorised or accidental access, processing, erasure, loss or use.
- 4.2 You are responsible for keeping your Account password confidential. We advise you that you must not share your Account credentials and password with anyone.
- 4.3 The transmission of information through the internet is not completely secure. Although we use security measures to secure your Personal Data, we cannot guarantee the security of your Personal Data transmitted to the Site and any transmission is at your own risk.
- 4.4 In the event that any information under our custody and control is compromised as a result of a breach of security, we will take steps to investigate and remediate the situation as soon as possible in accordance with Applicable Law.
- 4.4 Please note that our Site may contain links to third-party websites. When you click on a link to any other website or location, you will leave our Site and go to another site, and another entity may collect Personal Data from you. We have no control over, do not review, and cannot be responsible for these third-party websites or their content. In such event, the privacy policies of the relevant third-party website will apply.

4.5 You are responsible for the security of your electronic Wallet, and we urge you to take steps to ensure it is and remains secure. If you discover an issue related to your Wallet, please contact your Wallet provider.

5. Third-Party Wallets

5.1 To use our Service, you may be required use a third-party Wallet that allows you to enter into transactions through public blockchains. Your interactions with any third-party Wallet provider are governed by the applicable terms of service and privacy policy of that third-party.

6. Direct Marketing

6.1 If we provide any Service or interact with you in your personal capacity, we intend to use your Personal Data to directly market our Site or Service to you. We may use your name, email address, phone number and home address for direct marketing purposes, provided we have received your consent.

6.2 The direct marketing activities we conduct using your Personal Data are:

- (a) promotions on our Site;
- (b) newsletters and our blog updates;
- (c) updates in respect our Site and any Service;
- (d) surveys in respect of our Site and any Service;
- (e) event invitations, festive greetings, loyalty program; and
- (f) advertisements of our Site and any Service.

6.3 You may request us to cease using your Personal Data for direct marketing purposes at any time by emailing us at: Inquiries@beampluslab.com or by replying with the heading "Unsubscribe" to any direct marketing communication from us.

7. Your Privacy Rights

7.1 Personal data must be processed in line with an individual's rights, including the right to:

- (a) request a copy of their Personal Data;
- (b) request that their inaccurate Personal Data are corrected;
- (c) request that their Personal Data are deleted and destroyed when causing damage or distress; and
- (d) opt out of receiving electronic communications from us.

- 7.3 Under the PDPO, you have the right to ascertain whether we hold your Personal Data and are entitled to access Personal Data we hold about you and, if applicable, to correct or update it. All data access requests must be made using the form prescribed by the Privacy Commissioner for Personal Data.
- 7.4 Requests for access and correction of Personal Data may be addressed in writing and sent by post to our Personal Information Officer at RMS 604-607 DOMINION CTR 43-59, QUEEN'S RD EAST, HK or by email at Inquiries@beampluslab.com. A reasonable fee might be charged for all data access or related requests.
- 7.5 For the avoidance of doubt, we cannot edit or delete any information that is stored on a blockchain (e.g. the Ethereum blockchain) as we do not have custody and/or control over any blockchains. The information stored on a blockchain may include purchases related to your blockchain address and NFTs held at that address.

8. Data Retention Period

- 8.1 We will keep your Personal Data for as long as your account registered with our Site and any Service is being accessed and/or used.
- 8.2 If your Account registered with our Site has not been accessed over a period of three years or we have closed your Account upon your request (“**End Date**”), your Personal Data will be retained by us for seven years after the End Date. However, we may retain your Personal Data for a longer period if it is necessary for us to do so to comply with our contractual or legal obligations, or you have consented to our continued retention of it.
- 8.3 At the end of the retention period, we will ensure that your Personal Data and Account-related information will be deleted. For any physical documents containing your Personal Data, the documents will be shredded or otherwise destroyed by means that ensure the confidential and secure destruction of the documents.
- 8.4 We will ensure that our data processors only retain your Personal Data only for as long as is necessary for the fulfilment of the purposes stated in paragraph 2 of this Privacy Policy. Our data processors will delete Personal Data held if Personal Data are no longer required for the purposes stated in paragraph 2 of this Privacy Policy unless any deletion is prohibited under law or it is in the public interest for the Personal Data to not be deleted.
- 8.5 Personal data you provided to us will be retained for such period as may be necessary for the carrying out of the purposes referred to in this Privacy Policy or until you request it to be deleted.
- 8.6 We will ensure we keep all Personal Data up to date and shall immediately and permanently delete any Personal Data which is not necessary for the purpose.

9. Minors

- 9.1 We do not intentionally gather Personal Data from visitors who are under the age of 18. The Agreement generally require all Users to be at least 18 years old.

- 9.2 If a minor submits Personal Data to the Company and we learn that the Personal Data are information of a child under 18, we will attempt to delete the information as soon as possible.
- 9.3 If you believe that we might have any Personal Data from a child under the age of 18, please contact us by emailing via Inquiries@beampluslab.com or posting to RMS 604-607 DOMINION CTR 43-59, QUEEN'S RD EAST, HK.

10. Changes to Privacy Policy

- 10.1 We may change this Privacy Policy from time to time. This may be necessary, for example, if the law changes, or if we change our business in a way that affects personal data protection. Any changes will be immediately posted on our Site and you will be deemed to have accepted the terms of the Privacy Policy on your first use of our Service following the alterations.
- 10.2 The date the Privacy Policy was last revised is set out at the beginning of this Privacy Policy. We recommend that you regularly visit our Site and this Privacy Policy to check to keep up-to-date.

11. General Information

- 11.1 This Privacy Policy shall be governed by and construed in accordance with the laws of Hong Kong Special Administrative Region.
- 11.2 If there is any discrepancy between the English and any regional language version of this Privacy Policy, the English version shall prevail.
- 11.3 If you wish to cease marketing communications and/or raise questions or complaints regarding Personal Data, please contact us by email or in writing at:

Personal Information Officer
BEAM+ LAB
RMS 604-607 DOMINION CTR 43-59, QUEEN'S RD EAST, Hong Kong
Email: Inquiries@beampluslab.com

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