

BAKSAY LAW

PRIVACY POLICY

Your privacy is of paramount concern to Baksay Law. This Privacy Policy governs all users' utilization of the Baksay Law Platform. By accessing and/or utilizing the Baksay Law Platform, you are subject to (and expressly consent to) the provisions of this Privacy Policy and any policy and/or document incorporated herein by reference.

1. **Definitions.** Capitalized terms found throughout this Privacy Policy shall have the following meanings:
 - a. The “**Company**” shall mean Baksay Law, LLC, a Colorado limited liability company.
 - b. “**PII**” shall mean personally identifiable information—the information unique to each User that is collected by the Company in order to perform any Service(s).
 - c. The “**Platform**” shall mean the website owned and maintained by the Company and/or its agent(s), including its homepage and all subpages, whose usage this Privacy Policy shall govern (for purposes of clarification, the homepage of this website shall be: ‘<https://baksay.io>’ unless amended by the Company).
 - d. “**Privacy Policy**” shall mean this Baksay Law Privacy Policy.
 - e. “**Service(s)**” shall mean the services offered by the Company as provided in the Baksay Law Terms of Service.
 - f. A “**User**” shall mean a natural or legal person who engages services offered by the Company, including, without limitation, accessing and/or utilizing the Platform (including engaging any Services offered thereon).
2. **Types of PII Collected.** The Company may collect PII from Users in order to facilitate, perform, improve, and complete Services. The Company may collect PII in accordance with the provisions of this section.
 - a. *Users.* The Company may collect and retain PII provided by a User when they utilize any Service(s). The User may opt out of providing any or all PII, but, in such cases, they may not be able to utilize some or all such Services. For further information relating to what Services the Company offers, please review the Baksay Law Terms of Service.

Among other information, the Company may collect a User's:

- i. Full legal name;
 - ii. Date of birth;
 - iii. Jurisdictions of formation and/or operation (for legal entities);
 - iv. Street and/or mailing address;
 - v. Telephone number;
 - vi. Email address;
 - vii. Professional licenses and/or associations;
 - viii. Social media account(s) and/or affiliations; and
 - ix. Limited financial and/or bank information.
- b. *Third Parties.* The Company may also receive PII from third parties, including, without limitation: software-as-a-service entities through whose products a User accesses the Platform; advertising and sponsoring agents or entities; and internet service providers. PII supplied by third parties may aid the Company in performing Services when information supplied by a User is incomplete, incorrect, or outdated.
- c. *Cookies.* The Company may utilize cookies and other related tools and mechanisms (collectively, “**cookies**”) to enhance the Services it provides to its Users. The Company may utilize cookies for:
- i. Tracking User preferences;
 - ii. Preventing identity theft and fraud, as well as maintaining and improving the security of the Platform;
 - iii. Personalizing in-Platform communications;
 - iv. Personalizing advertisements; and

- v. Using data for internal purposes, such as analyzing Platform traffic and locations of User origins.

3. Purpose of Collected PII. In general, the Company may collect PII for the purposes stated in this section.

- a. *Service Purchases.* The Company may collect PII to verify the identity of each User and confirm that the User is authorized to use the payment method specified by the User in a subscription or individual purchase.
- b. *Troubleshooting and Maintenance.* The Company may collect PII to troubleshoot and resolve network or other information technology-related issues concerning the Platform or Service subscriptions/individual orders.
- c. *Personalization.* The Company may collect PII to connect Users with Services they may personally prefer and/or enjoy by making recommendations to each User based on the User's history of purchasing certain specimens or categories of Services.
- d. *Communication with Users.* The Company may collect PII to communicate with each User in the manner preferred by the User, including intra-Platform messages, email, phone calls, or text messages.
- e. *Marketing.* The Company may collect PII for the purpose of sending newsletters, promotional materials, sales offers, and other marketing material.
- f. *Identity Theft Prevention.* The Company may collect PII to verify the identities of Users and aid in preventing identity theft and/or fraud.
- g. *Legal Compliance.* The Company may collect PII to comply with local, state, federal, or international legal requirements, including, without limitation, identity theft, fraud, and other criminal laws. The Company may also collect PII as mandated by a valid order of a court of law, tribunal, or law enforcement authority.

4. Sharing PII. As the Company deems the protection of PII of all Users to be of paramount concern, it will not share any PII with third parties except as detailed in this section.

- a. *Third-Party Services.* Users may utilize services on the Platform that are provided by third parties with whom the Company does not have an organizational relationship or over whose actions the Company does not have control or right of control. When using these third-party services, Users and/or the Company may provide PII to such third parties.
- b. *Third-Party Transactions.* The Company may, from time to time, form partnerships with third parties. In such an event, Users purchasing products from such third parties may provide their PII to such third parties alongside the Company.
- c. *Company Advertisements.* The Company may advertise its Services and/or the products of third parties on the Platform or third-party platforms at its sole discretion. In the event a User engages any of these advertisements, they may be redirected to locations on the Platform and/or third-party websites. In the event a User is redirected to a third-party website, they may be providing PII to such third parties. In the event Users are redirected to the Platform, the Company will only share their PII in accordance with the provisions of this Privacy Policy.
- d. *Third-Party Advertisements.* Users may encounter third-party advertisements on the Platform or while otherwise engaging Services. Third-party advertisers may collect PII when Users interact with their content, advertising, and services. Furthermore, the Company may provide PII to companies providing advertising services that allows them to provide Users more tailored and relevant advertisements. Some companies providing advertising services may use this information to provide Users advertisements from other advertisers.
- e. *Voluntary Information.* The Company may share PII with third parties when explicitly given permission to do so by a User.
- f. *Legal Compliance.* Subject to attorney-client privilege, the Company may provide PII to authorities of law pursuant to subpoenas or to other law enforcement bodies upon presentation of a lawful valid order.

5. Miscellaneous.

- a. *Severability.* In the event any term or provision of this Privacy Policy is held invalid, illegal, or unenforceable in any jurisdiction, such invalidity, illegality, or unenforceability shall not affect any other term or provision of the Privacy Policy

or invalidate or render unenforceable such term or provision in any other jurisdiction.

- b. *Privacy Policy Effective.* This Privacy Policy becomes effective when you access the Platform and remains in effect as long as you utilize any Service(s) or otherwise access the Platform, whichever occurs later.
- c. *Amendment of Privacy Policy.* The Company may, at its sole and exclusive discretion, periodically or spontaneously update this Privacy Policy. In the event such an update is issued, the Company may communicate such update to you via email sent to your most recent email address on file with the Company. In no event, however, shall the validity of such an update depend on your notification by the Company.
- d. *Contact.* For any questions related to this Privacy Policy, please contact the Company by sending an email to ‘inquire@baksay.io’.
- e. *Other Company Policies.* This Privacy Policy operates simultaneously, and in conjunction with, the Baksay Law Terms of Service. Please visit the Platform to review each policy before utilizing any Service(s). All terms not stated herein but stated elsewhere in any of the aforementioned policies govern to the full extent as permitted by applicable law, even if not expressly stated herein.
- f. *Effective Date.* This Privacy Policy shall be effective as of January 1, 2025. This date may be updated as this Privacy Policy is amended.