

PRIVACY NOTICE

Last updated on 20 July 2023

This privacy policy for Beyond Layer Seven, LLC (“we,” “us,” “the company,” or “our”) describes the why and how we might collect, store, process, use, and/or share your information when you use our services (“Services”). These services include but are not limited to when you visit our website at belay7.com and/or interact with us during other related activities such as marketing, sales, consulting, etc.

If you do not agree with our policies and practices stated herein, please refrain from using our Services. We can be reached for additional questions or concerns regarding your privacy at privacy@belay7.com.

Information we collect

We may collect personal information when you voluntarily express interest in, enroll in, or use our Services or when you otherwise voluntarily provide it to us. This information may include personal information such as your name, your job title, your email address, your phone number, your company’s name, your company’s industry and location, and any other information which you voluntarily provide us. We may also collect similar personal information about you from data brokers in connection with our marketing activities.

As a general policy, we do not seek to collect your personal sensitive information (e.g., social security number, genetic and biometric information, identifying information from a driver’s license, a passport, etc., racial or ethnic origin information, political opinions, sex or sexual orientation, religious affiliation or philosophical beliefs, trade union membership, health conditions, criminal convictions and offenses). Where required by law, we will seek and obtain your explicit consent to collect and use such information prior to their collection and use.

Digital logs, cookies, and beacons

Our Services may collect standard log information including but not limited to your Internet Protocol (IP) address, time of access, browser information, and referring website addresses. To help improve the customer experience while using our Services, we may use small text files stored on your computer (“Cookies”). We may also use digital images or pixels that allow us to determine which aspects of our Services have been accessed (“Beacons”) such that we can perform internal analytics calculations on individuals’ activities as they visit, access, or otherwise use our Services.

Do not track

Please note that if you have enabled a Do Not Track setting or Global Privacy Control signal in your browser, our Services do not currently respond to those settings or signals. Again, if you do not agree with our policies and practices stated herein, please refrain from using our Services.

Information use

We may collect, use, and/or otherwise process your personal information for reasons pertaining to the normal functioning of the company and its Services. Therefore, we may use your information:

- To understand Service use patterns by our visitors and/or clients (e.g., web traffic analyses, analytics)

- To improve the quality of our Services
- To effectively perform our Services
- To develop our business and Services
- To provide marketing communications regarding our Services
- Any other purpose for which you provided information to us

Selling of information

We do not sell your personal information to third-party organizations or persons.

Sharing of information

Your personal information may be disclosed in circumstances involving a business transfer, such as a merger, acquisition, or complete or partial sell-off, or during negotiations related to such transfers. Furthermore, we may share your personal information with organizations connected to us, such as our parent company, subsidiary, or joint venture. These affiliated entities will be obligated to adhere to the terms outlined in this privacy notice.

We may be required to disclose your personal information to relevant authorities, agencies, and/or persons in the event of a legal proceeding, court order, or other regulatory or government inquiry. In these circumstances, it is possible that we will not notify you of such disclosure. In fact, we may be prohibited by law from disclosing this action to you.

Security

We protect your personal information by limiting access to only company members who need it to effectively complete their job tasks, using anti-virus and anti-malware software, using multi-factor authentication, automated patching, and employing local firewalls to monitor Internet traffic. We also employ cryptographic methods on our website to help prevent personal information from being exposed to unauthorized parties.

Privacy policies of third parties

In the process of using our Services, you may be directed to third-party Services. We do not control the privacy procedures of those third-party organizations and strongly encourage you to review those organizations' privacy notices as they may differ from ours.

Information retention

We retain your personal information for only as long as is needful to meet the purposes specified in section 'Information use' of this notice. Information retention may be subject to various regulatory requirements depending on the various jurisdictions.

Your personal information rights

You have the right to correct the information held about you, to determine what information about you is being held by us, to opt out of marketing communications at any time, to request that your personal information be restricted or deleted, to withdraw your consent for information previously submitted to us voluntarily, and to complain to a data protection authority. Should you wish to enact any of these rights, please contact us at privacy@belay7.com.

Verification of personal information request

If we are contacted through privacy@belay7.com regarding your personal information rights, we will need to employ verification efforts to ensure that you are the person about whom we have personal information. These efforts may include asking you to verify the information already collected about you, contacting you through communication channels for which we have your information (e.g., email, phone), or any other reasonable attempt for verification purposes.

Minors

Our Services do not knowingly collect information from nor do they target minors under sixteen (16) years of age. If you are under the age of sixteen (16), do not use our Services. If you are under the age of sixteen (16) and have accidentally provided personal information through our Services, please notify your parent(s) or legal guardian(s) to reach out to us so that we can delete your personal information.

Changes to our privacy notice

We may occasionally alter, update, or otherwise change this privacy notice as our Services change. When these changes occur, we will update the date at the beginning of this document to reflect the effective date of those changes. Any material changes to the personal information we collect and/or the way we use it and/or share it will result in us notifying you of the changes by posting an update notice on our website. Please check this privacy notice from time to time to keep informed of the most recent changes to this notice.

Contact information

Should you have questions or comments about this notice, you may email us at privacy@belay7.com or send a physical letter to us at:

Beyond Layer Seven, LLC
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