

Last updated: 2023-09-07

OVERVIEW

BPRO is strongly committed to providing the highest level of protection regarding the processing of customer's Personal Data under the legal jurisdiction of the United Arab Emirates ("UAE") Law. BPRO respects the privacy of all persons using our websites and mobile applications (the "Platform") and the protection of any personally identifiable information which we may collect on our Websites/Apps and/or use as part of our data collection process and/ or which you may choose to share with us on our Platform or via telephone, email or otherwise ("Personal Data" or "Information"). Such Information will be collected and/or used in accordance with the terms and conditions of this Privacy Policy.

If you do not accept and agree with our privacy policy, then we request that you do not access the Platform any further. If you proceed to access the Platform and provide any information without acknowledging this policy, you would do so at your own risk and liability. Non-acceptance of this privacy policy shall limit your access of the Platform and any of the services offered by BPRO. BPRO retains the right to change the terms of this privacy policy at any point in time even after your acceptance of the same, to which you provide your consent and affirm that your approval is not required for such modification.

This Privacy Policy describes what personal information we collect, how we use this information, how this information may be shared, and what choices and rights you have with respect to this information. Access and use of our Platform is subject to this Privacy Policy, the Terms and Conditions, and any other BPRO policies. By providing us with your information you expressly consent to us processing your personal information in accordance with the terms of the Privacy Policy.

The terms "we," "us," "our" or "BPRO" refer to B PRO DMCC. By "you," we are referring to visitors and users of any part of our Platform.

If you have any questions regarding this Privacy Policy, or the protection of your personal data, and/or the Privacy Policy as a whole, please contact us at the following: contact@bpro.app

1. COLLECTION OF INFORMATION

We collect personal information and information associated with your device that you provide us, or from third parties with your consent, and automatically when you use our Platform. We collect the Information through online forms and/or using cookies and similar technologies according to our Cookie Policy set out below, through your access of the Platform or your entry of data on the website or application of BPRO at any point in time during the navigation of the Platform. We may also collect general, aggregated, demographic and non-personal Information as well as any other Information we consider necessary to enhance your experience on the Platform.

Any information that has been voluntarily disclosed by you to an Employee within the context of a professional scenario shall be taken as explicit consent to process such information.

BPRO provides experiences on social media platforms that enable online sharing and collaboration among users who have registered to use them. We may collect information you provide by interacting with us via social media, such as photographs, opinions, or social media account ID. Any content you post, such as pictures, information, opinions, or any personal information that you make available to other participants on these social platforms is also subject to the terms of use and privacy policies of those platforms. Please refer to them to better understand your rights and obligations with regard to such content.

What Data do we collect?

We collect and hold information that is relevant to the context of our business transactions with users. We collect Personal Data which is provided by you, however we may process such information from different sources such as your bank, third parties, publicly available information.

The Personal Data that BPRO processes includes your account and profile information, content you submit or post to our Platform, your purchase information, your communications, and information you provide to us as part of surveys and contests in addition but not limited to the below:

Account and Profile Information. When you create an account on our Platform, we collect information you provide us by filling in forms at the time of registration and thereafter, such as your name, email address, interests, health & fitness details, gender,

age, mailing address, nationality, identification documentation, country, phone number, user name and password, profile information and information provided in responses to questions, surveys and questionnaires generated or sent through the Platform.

Additional information may be collected at a later stage or point of your use of the Platform. If you are a service provider, you must also provide us information related to your business, including but not limited to a business description, relevant experience and areas served, qualifications in the form of university diplomas, resume, profile. The details requested as part of the account creation process may differ from time to time.

Content You Submit. We collect information and content that you submit, post to, or create in our Platform, including your photos, videos, comments, reviews, searches, and as a professional, other types of content provided for in our BPRO management tools.

Purchases. If you purchase a subscription within our Platform, we collect certain information in order to complete your purchases, such as your phone number, and address. Additionally, we collect data deriving from your usage of our Platform (including electronic communications), payment transaction data, bank account details, language setting of your device, consent to and recognition of the terms of use and acknowledgement of the Privacy Policy, status of the user account, default app tracking setting (depending on the country selection).

Communications. When you communicate with us (via email, phone, through our Platform, social media or otherwise) and when you use our Platform to communicate with others, we may record, monitor, or otherwise collect details about your communications (including call time, and call duration). Otherwise, to the extent you communicate with professionals and other users outside our Platform, those communications are not subject to this Privacy Policy.

Surveys and Contests. If you participate in our surveys, contests, or promotions, we will collect the information you provide to us.

Social Media.

If you engage and interact with BPRO through a social media channel, we will collect your social media username and contents of the interaction.

Information from Others. We collect information that others make available to us, including information from other platforms, publicly available information, information from other users of our Platform, information from our partners, service providers, and corporate affiliates, and information from third-party sites.

Other Platforms. We may receive information about you from third-party platforms when you allow the third-party platform to share this information with us or allow BPRO

to obtain this information from the third party. For example, you may sign-up for our Platform through Facebook, Google, or Apple; upload your contacts from your third-party email service provider; use our Platform (or third-party integration on our Platform) to manage your calendar on another platform or to manage and send communications (e.g., email or text messages).

Publicly Available Information.

If you are a service provider, we may collect information about you from publicly available sources and where permitted by applicable laws or with your permission, make it available as part of our Platform. For example, we may receive your name and contact information from industry associations and dealer networks in which you participate and display your affiliation with these organizations. We also may collect and display the details of any license you have using publicly available records.

Other Users and Customers. Other users may provide us your information in connection with using our Platform (e.g., to participate in referral programs, and to advertise through our Platform). In order to enhance the quality of our Platform, service providers on our Platform may provide us information about your engagement with them, including whether you have contacted them or responded to them, whether your goal has been completed, and whether you have utilized the resources provided to you. If you are a service provider, Platform users and visitors may provide us with feedback and public reviews about you.

Our Partners and Service Providers. We may receive information about you from our partners and service providers. For example, our payment processors may update your payment information, advertising partners may help us send communications to your address, and third parties may help us prevent fraud by verifying your contact information.

Third-Party Sites. Certain third-party sites may embed a BPRO plug-in, widget, or content, including through BPRO-branded buttons, badges, and slideshows and BPRO co-branded content partnerships. Our plug-ins, widgets, embedded content, and pixels may collect information pursuant to our Cookie Policy. You may also choose to use our browser extensions, which collect the information described in this Privacy Policy like the rest of our Platform. BPRO will not pass any debit/credit card details to Third Parties. BPRO is not responsible for the privacy policies of websites to which it links. If you provide any information to such third parties, different rules regarding the collection and use of your personal information may apply. You should contact these entities directly if you have any questions about their use of the information that they collect.

Automatically Collected Information. Each time you access the Platform; information is sent to our server by your Internet browser or app and stored in our log files. We collect information about your use of our Platform, including your search activity, the pages you

view, the date and time of your visit, and if you use our browser extensions, the content you interact with on third-party sites (for example, if you save an image from a third-party site to your BPRO account), and how you navigate and interact with a page or screen. We also collect information that your device provides to us in connection with your use of our Platform, such as your browser type, type of device, browser language, IP address, mobile carrier, unique device identifier, and requested and referring URLs.

Cookie Policy

To ensure our website and mobile application works correctly, we may at times place a small piece of data known as a cookie on your computer or mobile device. Cookies are small files or records that BPRO may place on your browser for collecting information about your activities on the Platform, preparing reports, assessing trends, and otherwise monitoring the way in which the Platform is being used ("Cookies"). The content of a cookie can be retrieved or read only by the server that creates the cookie. The text in a cookie often consists of identifiers, site names, and some numbers and characters. Cookies are unique to the browsers or mobile applications you use, and enable websites to store data such as your preferences or items in your shopping cart.

Like many other websites or Internet service providers, BPRO may use Cookies, or other technologies, on this Platform to improve your user experience. Session Cookies are deleted after each visit, while persistent Cookies remain in place across multiple visits. Cookies allow websites to remember your settings such as language, font size on your computer or mobile device, or other browser preferences. This means that a user does not need to reset preferences for every visit. On the contrary, if cookies are not used, websites will treat you as a new visitor every time you load a web page. For example, if you are redirected to another web page from a website you are already logged in to and then return to the original website, it will not recognize you and you must log in again.

The type of Cookies and other tracking technologies used on our Platform can be categorised as essential Cookies and non-essential Cookies. Essential Cookies are required for the functional operation of the Platform and are used to, but not limited to, identify you while using the Platform, remember settings you have applied on the Platform such as choice of language or region. Non-essential Cookies relate to visitor and website performance, targeting and advertising Cookies for personalisation of adverts as well as Third Party Cookies, as BPRO may display content from a third-party website or service, which may result in Cookies from third parties being stored on your hard drive or browser ("Third Party Cookies"). Please note BPRO does not control the

storage and use of these cookies by third parties and you should refer to the privacy policies of the relevant third parties for more information.

Our use of Cookies on the Platform is intended to enhance convenience for you, customize your visit to the Platform, and to assist BPRO to run an efficient operation. Cookies can be created automatically on the device you use to access the Platform but do not contain personal information and do not compromise your privacy or security. By accepting this Privacy Policy, you confirm your consent to BPRO's use of Cookies, and other such technologies, for these purposes. If you have expressly contacted us, are browsing the Platform and/or expressed an interest in our services/application, you have consented and agreed to this information being collected and stored. If you do not consent, it is your responsibility to disable or restrict the placement of Cookies by configuring your browser settings which may affect your ability to use the Platform or to immediately refrain from using the Platform. Please note that turning off or deleting cookies will not prevent device identification and related data collection from occurring.

Location Information

We will receive your device's location if you enable this through your browser or mobile device. We may infer your general location from your IP address. You may also choose to provide us your location information by inputting this information in our Platform, including in your BPRO settings, or as a billing address.

2. USE OF INFORMATION

Except as otherwise stated below, we do not sell, trade or rent your personally identifiable information collected on the site to others. We use the personal information we collect to provide, support, and personalize our Platform and to communicate with you about our Platform (on and off our Platform) relating to marketing, compliance, reporting, fix bugs and bookies, market research, analysis and transactional services. Personal Information is only collected for specified, explicit and legitimate purposes only and is not further processed in a manner that is not compatible with these purposes.

The ways we do this include but is not limited to the following:

1. to provide and improve our Platform and its features and functionality, including but not limited to display content you post publicly, process, store, and deliver

your communications; to provide customer service and support; to respond to your inquiries or requests; to back-up our systems; and to improve the security of our Platform;

2. to evaluate use of our Platform for our business purposes and to provide and improve our services, including new and co-branded services and our Platform's functionality;
3. to personalize your experience, such as tailoring the content and information made available to you and our support services;
4. to display relevant advertising (on our Platform and third-party sites) for us and other businesses and to evaluate the success of such advertising;
5. to provide feedback to service providers on our Platform;
6. to communicate with you as described in our agreements with you (for example, the BPRO Terms and Conditions) or this Privacy Policy;
7. to prevent fraud and to maintain a quality experience for our business purposes or legal reasons, including to filter for spam and communications that violate our agreements with you (for example, the BPRO Terms and Conditions);
8. to enforce compliance with our agreements with you (for example, the BPRO Terms and Conditions) and applicable laws; to comply with our legal obligations; to prosecute or defend a lawsuit, arbitration, or similar legal proceeding; to respond to lawful requests by public authorities (including national security or law enforcement requirements);
9. to perform research and analysis for our business purposes; and
10. to award badges and similar designations and if you decide to participate, to administer surveys, contests, and promotions.

If you provide us information about your contacts (for example, when you sign up for our Platform through Facebook or any other social media platform), in order to facilitate a more connected experience, we may inform your contacts who have accounts on our Platform that you also have joined our Platform and follow them on your behalf so that you may view their public activities on our Platform.

We may use your communications generally for quality assurance purposes and training and to improve our products and services. We may use your communications to understand and help manage the quality of requests received, and responses sent, by suppliers on our Platform and to provide them with feedback. We may use automated technology to review your communications and improve user experience.

We may use your log-in information, cookie information, device information, IP addresses, and other information to identify you and log your use across devices, our

Platform, and third-party sites. We may use this information to personalize your experience on our Platform.

For your convenience, we and our payment processors will store information about the payment method you use in connection with the Platform with your consent. All credit/debit cards' details and personally identifiable information will NOT be stored, sold, shared, rented or leased to any third parties.

Any use of your information that is incompatible with these uses will be disclosed to you in advance so that you may opt out of, or agree to, such uses at your discretion. If you would like to opt out of any of the uses of your information mentioned in this Privacy Policy at any time, please contact us as described in the Contact Us section below or refrain from using the Platform immediately.

3. SHARING YOUR INFORMATION

Information about our customers is an important part of our business. The Platform may contain links to other websites as a convenience to you and other users of the Platform. We make no representations or warranties as to the content, privacy practices and other practices of any websites operated by a third party and BPRO does not assume responsibility for the content or practices of such websites. The use of third-party websites will be at your own risk and it is your sole responsibility to review the terms, privacy policies and other policies for said websites.

We share your Information only as described below and with businesses that follow practices at least as protective as those described in this Privacy Policy:

1. Other Businesses. To offer you our services, we may engage with businesses who are affiliates of us and/or non-affiliated service providers (e.g. marketing companies, payments processors to process online transactions, etc.). We may involve other businesses in your transactions, who may store your Information in a digital wallet to make your use of our Platform more efficient.

You understand that it is important that such businesses have access to the relevant Information to perform their functions. We will take appropriate steps to ensure that these businesses do not use your Information for purposes other than to perform their functions for your use of the Platform. However, we cannot guarantee the use of your Information by third parties. We may also receive Information from these business (e.g. updated contact information), which we may use (e.g. to correct our records). By using our Platform, you hereby freely and specifically consent to the transfer, storage, use, and disclosure of your Information among businesses who are affiliates of us and/or

non-affiliated service providers, wherever located. These businesses shall be contractually bound to respect the confidentiality of your Information in accordance with the applicable laws.

1. **Marketing and Promotional Offers.** We may also use your Information to provide you with information about goods and services which may be of interest to you and enhance your Platform experience, service messages, new features, enhancements, special offers and events of interest. We may contact you via various channels, including without limitation emails, push notifications, web notifications, post, in-app messages. You may opt out of receiving such communications by contacting us as described in the Contact Us section of this Privacy Policy, by modifying your settings on your BPRO account, and/or by unsubscribing from our email newsletter.

We may permit third parties to use your Information. For example, we may provide advertisers Information to help them reach the kind of audience they want to target and to enable us to comply with our commitments to our advertisers (e.g. by displaying their advertisements to a target audience).

Additionally, you may be asked to provide additional Information to participate in some of our market research activities, including competitions and promotions. For example, if you win a competition, you may be asked to provide further personal data to establish your eligibility and provide you with the prize. This Information may be collected by us or our co-sponsors or vendors for the promotion. BPRO is not responsible for the privacy policies of websites to which it links. If you provide any information to such third parties different rules regarding the collection and use of your personal information may apply. You should contact these entities directly if you have any questions about their use of the information that they collect.

1. **Business Transfers.** In the event that we or substantially all of our assets are acquired by another entity, customer information will be one of the transferred assets and will be handled as per this Privacy Policy and applicable laws.
2. **Protection of Our Platform and Others.** We release account and other Information when we believe such a release is appropriate to comply with the law and law enforcement investigations and to protect the rights, property or safety of our users or others. This includes exchanging information with other companies and organisations for various reasons, such as fraud protection and credit risk reduction. Note that our Platform may, from time to time, contain links

to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data or other information to these websites.

3. Data processing. BPRO may share your data with third parties it works with for the purpose of inter alia data processors, any data processing activities undertaken by such providers shall not require your consent, service providers for hosting services, service provider for programming services and service provider for hotline services and any other third party recipients include service providers and other companies within our corporate group. Furthermore, data may be transmitted to other recipients in the event that we are obliged to do so due to legal provisions or enforceable administrative or court orders.
4. Information that we create. BPRO may create user Information about you, such as records of your interactions with us and details of our business-related activities including but not limited to phone calls, emails, minutes and all business activity provided for on the Platform.

4. COMMUNICATIONS

An essential part of our services that you sign up for when you create an account on our Platform is to receive communications from BPRO through email and our Platform. If you use our mobile app, these communications also include push notifications. We communicate with you about your account, privacy, and updates on the Platform (including new content being uploaded, any news relating to the Platform, etc). We also ask for your feedback about your experience in connection with our Platform or your experience with the service providers on the Platform such as the coaches and nutritionists. In accordance with applicable law, we may send you marketing communications (e.g., with tips, offers, and similar services) from BPRO. These communications may feature us, our Platform, co-branded products and services, our service providers on our Platform.

If you provide us your phone number, we may call and otherwise contact you to help you with using the Platform (e.g., to discuss your training, nutritional diet, progress or to assist with your profile). If you are a service provider, we may use your contact information (whether publicly available or provided to BPRO) to call and otherwise contact you about our Platform, including to market and sell your services or those available on our Platform.

You may change your communication preferences at any time through your BPRO settings if you have a BPRO account and you may also opt-out of similar types of marketing emails from us directly through the email. Your communication preferences on BPRO are independent and generally will not affect or change the communications you receive through the other portions of the Platform. Please be aware that you cannot opt-out of receiving account- and privacy-related messages from us. If you wish to stop receiving push notifications from us, you can turn off push notifications for the mobile application in the settings of your mobile device.

BPRO will not be responsible or held liable for any incorrect or inaccurate information provided by you on the Platform. It is your responsibility to review and provide correct and accurate information on the Platform.

5. YOUR CHOICES AND RIGHTS

We respond to all requests we receive from individuals wishing to exercise their data protection rights in accordance with applicable data protection laws. We may ask you to verify your identity in order to help us respond to your request securely and efficiently. Even where not legally required, we will use reasonable efforts to complete requests to access or delete your personal information. You may request to receive a copy of your BPRO information through your BPRO settings. You may access your personal information by contacting us as provided in the Contact Us section. To request permanent deletion of your personal information, please contact us as described in the Contact Us section.

To edit your personal information, you can manage your profile on our Platform, as well as your BPRO settings. You may also contact us about correcting or updating your personal information (including your marketing preferences) using the methods provided in the Contact Us section. We will consider your request in accordance with applicable laws.

6. ACCOUNT TERMINATION AND DATA RETENTION

Unless you are a professional or service provider on BPRO, you can deactivate your BPRO account at any time by going to your BPRO settings. To deactivate your account as a service provider on BPRO, please contact us as described in the Contact Us section of this Privacy Policy. Your BPRO profile will no longer be accessible on the Platform but in accordance with applicable laws and the BPRO Terms and Conditions, your photos, reviews, and other content may still be available through our Platform. In order to

request permanent deletion of the personal information associated with your account, please contact us as described in the Contact Us section.

We will keep your personal information only for as long as necessary to fulfil the purposes for which we are processing your personal information unless the law permits or requires us to retain your personal information for a longer period.

7. AGE OF CONSENT

Our Platform is intended for youth audiences and may be directed to individuals under 18 years of age. If you are below 18 years of age, you may use the Platform only with the consent and supervision of a parent or legal guardian who agrees to be bound by the Terms and Conditions and this Privacy Policy and responsible for ensuring such use to be permitted under UAE Law and any other applicable law. We do not knowingly collect personal information from individuals under 18 years of age that have not received consent from a parent or legal guardian. In the event that we learn that we have collected personal information from an individual under the age of 18, we will take appropriate steps to delete such information. If you become aware or believe that an individual under the age of 18 has provided us with personal information, please contact us as provided in the Contact Us section. By using this site, you consent, agree and represent that you are 18 years of age or have reached the age of majority in the jurisdiction in which you reside or have obtained a parent or legal guardian's consent to use the Platform.

8. DATA SECURITY

We use reasonable and appropriate measures to protect your personal information from loss, misuse, unauthorized access, disclosure, alteration, and destruction, taking into account the risks involved in the processing and the nature of the personal information. BPRO takes appropriate steps to ensure data privacy and security including through various hardware and software methodologies. However, BPRO cannot guarantee the security of any information that is disclosed online.

You are responsible for maintaining the confidentiality of your Account username and password and for preventing unauthorised access by third parties to your profile. You agree to accept responsibility for all activities that occur under your Account, including but not limited to submitting content on the Platform such as images, descriptions, reviews, personal information etc. Please take all necessary steps to ensure that the username and password are kept confidential and secure. Please inform BPRO immediately if you have any reason to believe that your username and/or password has

become known to anyone else, or are being, or are likely to be used in an unauthorised manner. BPRO will never request your Account username or password through electronic messages. BPRO will not be liable for any loss or damage which may arise as a result of any failure by you in protecting your password or Account.

9. UPDATES TO THIS PRIVACY POLICY

This Privacy Policy, the Terms & Conditions and other website policies may be changed or updated occasionally without notice, as per the updated and effective laws, requirements and regulations at any given time. The most current version of our Privacy Policy will govern our use of information about you. You are encouraged to frequently review these sections to be updated about the changes on the application.

Modifications will be effective on the day they are posted. Your continued use of the Platform shall constitute your express consent and agreement to be bound by the Privacy Policy, Terms & Conditions and other policies. If you disagree with this Privacy Policy, you must immediately refrain from using the Platform.

10. NO WARRANTY

You understand that BPRO does not provide any warranty, guarantee or representation of any kind concerning our ability to control, collect, correct, access, process, use, store, protect or transfer any personal information or concerning the existence or effectiveness of any security measures undertaken by us. You agree that BPRO will not be liable for any claims, losses, or damages of any kind whatsoever which may result from the access, disclosure, use or modification by any party not authorised or authorised by us, or the introduction of viruses, worms, or other harmful elements into the system and their possible effects on your personal information.

11. LIMITATION OF LIABILITY

In no event will BPRO, its affiliates, partners, and their respective employees, officers, directors or insurers be liable to you or to any other person for any costs, damages (including any special, incidental, exemplary, indirect or consequential damages), or liability of any nature, arising or resulting from the collection, use, transfer, processing or storage of personal information obtained by us and resulting from your access to and use of the Platform or collected via the other channels.

10. CONTACT US

BPRO is responsible for the use of your personal information. If you have any questions or comments about this Privacy Policy (including about the manner in which we or our service providers treat your personal information), you may contact us through one of the following:

Email Address: contact@bpro.app