

## **How BEAM Collects Your Information**

BEAM collects, and processes information provided directly by you when you install the App and register for an account to use the App. Specifically, this information includes:

- Your name, email address, location, phone number.
- Browser information and session cookies related to your access and use of the App.
- Data insights BEAM attains based on correlation and analytics of your information collected in providing the App, which may be used in aggregated and dis-aggregated formats or to obtain trend analytics, to provide the App; and
- Use of the above-described collected information in aggregated and dis-aggregated formats to enhance our current App or to provide App features.

## **How BEAM Uses the Information**

BEAM uses the information collected as described in this Privacy Policy, including personal information, to:

- Provide you with the App as described in the Agreement.
- Implement, improve and/or enhance the App, including to make future releases available to you.
- Carry out BEAM obligations as described or authorized in the Agreement and this Privacy Policy.
- Enforce BEAM rights arising from the Agreement between you and BEAM; and
- Fulfill any other purpose authorized by you and reasonably required for the App.

## **Managing your Personal Information**

You may have the right to correct, update, delete, or request access to the Personal Information you have provided to us. To exercise these rights, please contact us at [contactus@ctvbeam.com](mailto:contactus@ctvbeam.com) or call 334-298-7000. These rights may vary based on your location. We will verify your identity for your security before processing any requests. Please note, some information may need to be retained for legal or recordkeeping purposes. Be aware that deletion requests may not fully remove all data due to legal and system constraints.