



Privacy Policy

Bay of Ideas (also "Network / The Network", "We" or "Us") is a social network that provides services and technical applications that enable connected users to interact about their and others' ideas and use their skills to develop the ideas. Bay of Ideas is not involved in the development or decision-making of the ideas, or other content uploaded by the registered users, other than in exceptional cases moderating purposes. Uploaded content is yours to control, but is subject to the Bay of Ideas Terms and Conditions.

We care about your privacy and we want to ensure that your experience of Bay of Ideas is as satisfying and safe as possible. We have established this Privacy Policy to explain how your Personal Information (as defined below) is collected from the Network, and how Personal Information is used and displayed. "Personal Information" is information that allows another person to identify an individual, such as name, email, address and / or other information that we directly associate with such information. The privacy policy is integrated in the General Terms and Conditions. By using the Bay of Ideas Network, you (also the "Registered User") agree to our approaches to the information management described in this Privacy Policy.

If you have any questions or complaints regarding our Privacy Policy or the practice of such, please contact us at hello@bayofideas.com, mark the email with "Privacy Policy".

Content overview

1. How the Bay of Ideas Network works
2. Collection of Personal data
3. Passive Data Collection
4. Behavioral marketing
5. Information obtained from third party sources
6. How Bay of Ideas Uses Personal data
7. When Bay of Ideas discloses Personal data
 - a. Service providers
 - b. Administrative Users
 - c. Subsidiaries
 - d. Legal circumstances
8. Change of ownership
9. Security
10. Minors
11. Your choices
12. Privacy settings
13. Email communication and unsolicited commercial information
14. Third party services
15. International users
16. Changes and updates to the Privacy Policy
17. Contact Us

1. How the Bay of Ideas Network works

The main purpose of the Bay of Ideas Network enables registered users to communicate and describe ideas that other users can join, so that they can develop them together. Registered users can also market their own personal skills to be recommended to connect to relevant ideas, as well as create groups where specific ideas can be linked. Parts of the Network are open to all to view, while interacting with the content on the Network or contacting other connected users via the Network, requires that you register as a connected user. Most of the content posted by connected users can be selected to be visible only to connected



users or specifically selected users or groups. Bay of Ideas collects information in accordance with the free will of the connected users to publish such information and has no direct relationship with the individuals whose personal data we process.

2. Collection of Personal data

To register an idea, your competence, groups of ideas, or to interact with the content and users of Bay of Ideas, you need to register. When you register your account information, Bay of Ideas collects certain Personal Information which includes, but is not limited to, name, e-mail, postal address, competencies and other information that the connected user chooses to enter. In addition to this, the collection of credit card information and other payment information may need to be collected for the payment services that the connected user chooses to use. Bay of Ideas and third party payment providers, use the Personal data only to administer your Bay of Ideas payment services, our services or upgrades. We may collect, use and retain Personal data uploaded by the users connected to the Bay of Ideas Network, this includes network data collected and includes registration information, including the IP address used at the time of registration to the Network, profile data, questions to profile data, all information uploaded by the connected users and statistics information and analysis related to the use of the Network. When a user joins the Network, he will provide Bay of Ideas with Personal data so that our administrators have access to all Personal data and network data associated with Bay of Ideas. In addition to the above, administrators of the Network have the option to reset the password of connected users in case a connected user forgets it or can not remember it, however, these administrators, or other connected, can not see, copy or store an existing password, in addition to any security flaws we are not aware of. Bay of ideas and any third party developers may also collect additional Personal data. If you, as a connected user, use a third-party application, you need to check the terms and policies that govern its collection and use of Personal data.

3. Passive Data Collection

Like most network-based services, our underlying Platform Provider uses the capabilities to receive and collect information on their server when using Bay of Ideas. The provider uses various forms to collect this information, including GIFs (also known as "web beacons"), and cookies. The information collected via these methods includes, but is not limited to, your IP address, type of browser, system information, the content and pages you visit on the Network and the web page "URL" you come from. The platform provider does not automatically link this information with other information on Bay of Ideas. We and the supplier may combine the information to improve the service in marketing and analysis. For more information about our Platform Provider, contact hello@bayofideas.com and mark the email with "Privacy Policy".

Tech such as cookies, beacons, tags and scripts are used by our platform provider, partners or analytics services and service providers. These techs are used for analysis, trends, administration of the site, users' use of the Network and to collect demographic information about the user base as a whole. We and our platform provider may receive reports from above based on these techs. We use cookies for authentication and to remember the user's settings. You can control Cookies via your browser that is used at any given time. If you reject cookies, you can still use our Network, but certain services and opportunities may be limited.

Third-party services we partner with to provide certain services on our Network, or to display promotional material based on your browser's activity, use LSOs such as HTML5 to collect and store information. Some browsers may offer their own tools for removing HTML5 LSOs.

4. Behavioral marketing

We, our suppliers and third-party services collaborate to either display marketing materials or to handle marketing on other sites. Our third-party services and providers may use technologies such as cookies to collect information about your activities on this Network and other websites to showcase marketing to you based on your activities and interests.

5. Information obtained from third party sources

We may also obtain Personal data from third party sources. This includes certain personal data that may be sent to us via third-party sources that is combined with information obtained on the Network. We view this combined information as Personal data and treat it in accordance with this Privacy Policy.



6. How Bay of Ideas Uses Personal Information

We may use Personal data to deploy, provide, improve and maintain Bay of Ideas and other services and systems; to develop new products and services; to prohibit the improper and fraudulent use of Bay of Ideas and other services and systems; to send administrative messages and information about content and services that we think you will be interested in; as well as for other administrative and internal business-related purposes.

7. When Bay of Ideas discloses Personal data

We do not sell or rent e-mail addresses or other personal data. We do not disclose Personal data to third party actors beyond the limited circumstances described in this Privacy Policy. Please note, however, that any information that you voluntarily choose to post or upload to Bay of Ideas will be publicly available to registered users and may be collected and used by us or others without restriction.

Service providers

We may provide personal data to third parties for their use in performing internal business functions on behalf of Bay of Ideas (ie. payment flows, maintenance, security, data analysis, email transfer, or data storage). The transfer of personal data collected through Bay of Ideas to subsequent third parties is subject to the provisions of this Policy regarding service agreements with our users.

Administrative Users

Users with administrator rights may have access to restricted data collected where they administer and it is their responsibility to comply with applicable laws and regulations so that you do not disclose personal data that violates this Privacy Policy. This is especially important for those administrators who have access to individual users' IP addresses, obtained at the time when registration of the user on the Network was performed and for the ability to block continued connections from a network such as spam and viruses. Please make sure you are comfortable with the availability of this data before joining this Network. Your registration to be connected to this Network constitutes your acknowledgment and agreement that you have optionally provided information to Bay of Ideas that may link your IP address to personal information. Bay of Idea's obligations with respect to use and disclosure shall be the same as any other information under this policy.

Subsidiaries

We may disclose some or all of the personal information to our parent companies or subsidiaries, joint ventures or other companies over which we control or have joint control and which we plan to take over, but in that case require them to comply with this privacy policy.

Legal circumstances

We may disclose personal data if we believe in good faith that it is required in a lawsuit or in other legal or administrative actions required by applicable law. In addition, we may disclose personal data if we deem it appropriate or necessary in good faith to prevent violations of the Bay of Ideas Terms and Conditions, or our other agreements; take preventive measures against liability; protect rights, property or to protect the Bay of Ideas, individuals or the public; maintain and protect the security and integrity of our services and infrastructure; protect ourselves and our services from fraud, abuse or illegal use; investigate and defend us against third party claims or accusations; or assist state regulators.

8. Change of ownership

In the event of a change of ownership, or a merger with, acquisition of or sale of assets to another legal entity, we reserve the right to transfer all your personal information, including email addresses, to the new legal entity. We will use reasonable efforts to notify registered users if such a change occurs (by informing on our website or elsewhere in our Network, or by emailing a connected user's email provided to us, in accordance with what is chosen arbitrarily by us).

9. Security

We use industry-standard security measures to protect ourselves against loss, misuse and alteration of Personal data that is under our control. Although we want to keep such Personal data secure in good faith and with the utmost measures, we can not guarantee that it will be inaccessible to unauthorized access, use, disclosure or alteration. Furthermore, although we work hard to ensure the integrity and security of our Network and our systems, we can not guarantee that our security measures will stop



hackers or other unauthorized persons from illegally accessing or obtaining this information. We take no responsibility to third parties whose information you include in your address book, contact list or similar items, or which you upload or transmit in any content on the Network. To help keep your login information secure, please keep your password secure. If sensitive data such as payment information or log-in information is transmitted, this information is encrypted with SSL. If we find out, or suspect that there has been a security breach, we can contact you electronically so that you can take action. By using Bay of Ideas, you agree that we may contact you electronically regarding security, integrity and administrative challenges related to your use of Bay of Ideas. If a security breach occurs, we can also inform you about it via our Network and can send you an email to the email address you have given us.

10. Minors

We do not knowingly collect data from people under the age of 18. Each person who registers and joins the Bay of Ideas Network indicates that he or she is 18 years of age or older. If we find out that personal data has been collected from someone under the age of 18 on the Network, we will take steps to ensure that this information is deleted unless the registered user can present a valid certificate of use from a guardian. If you are the guardian of a person under the age of 18 who has joined the Network without such a certificate, please contact hello@bayofideas.com to have the account and all the information deleted, mark the email with "privacy policy"

11. Your choices

You may, at any time, update, correct, or delete certain parts of your Personal data that you provided to us when you registered and logged in to the Network. You can request that your account and all Personal data on Bay of Ideas to be deleted by contacting us at hello@bayofideas.com or the address at the bottom of this document. Please note that certain information that you have uploaded or posted as comments, ideas or groups, will not be automatically deleted as part of this process. This is because other connected users can still be users of these objects and changes to them could then make them unusable. If you want us to delete such specific information that remains on the Network, please contact us at hello@bayofideas.com.

We will respond and act on any request made in this section as soon as possible, but no later than 30 days after your request is received by us. Please note that even if you update or delete Personal data that you have provided to us, we may retain this information in our back-up files and archives for a reasonable period of legal interest.

We will retain your Personal data for as long as your account is active or as necessary to provide you with our services. We will retain and use your Personal data as necessary to comply with our legal obligations, resolve disputes and monitor compliance with our agreements.

12. Privacy settings

Although the success of optimal use of the Bay of Ideas Network is the sharing of information and Personal data with the majority of individuals, the Network allows the opportunity to adjust its privacy settings. Some of the Personal data may by default be available to view for non-connected or registered users. If you need help customizing your privacy settings, please contact us at hello@bayofideas.com and tag your email with "Privacy Settings".

13. Email communication and unsolicited commercial information

We may send you administrative notices and updates regarding your account, the Network and our services via email. We may also send you administrative or promotional notices to the extent permitted by applicable law and our Terms and Conditions. In our settings you can choose whether you want to receive these messages or not. The Bay of Ideas Terms and Conditions prohibit affiliated users from engaging in any activity that involves sending e-mails or notices in violation of applicable law and other laws governing unsolicited commercial e-mail. Violations of these policies may result in immediate termination of service and legal action against all senders or initiators of such communications.

14. Third party services

The Bay of Ideas Network may contain links to websites and services offered by third party actors. All Personal data that you provide to these third party websites or services is provided directly to the third party and is subject to the third party policy governing privacy and security. We are not responsible for the content or integrity and security practices and policies of any



third party websites or services. We encourage you to learn more about third party privacy and security policies before giving them Personal data. If Bay of Ideas include links to other social media, these features can collect Personal data such as IP address, which website you visit, which website you came from and can place a cookie to make the functions work optimally. Your interactions with any other social media features and apps used on Bay of Ideas, offered by a third party are governed by the privacy policies of the company that provides it.

15. International users

Bay of Ideas' platform is based in the European Union and follows Swedish legislation. If you use the Network from another part of the world that is covered by another legal framework that covers data collection, it may differ from Swedish and EU law. Please note that you transfer your data to Sweden in accordance with Swedish law. Swedish and European legislation does not have the same data protection laws as other parts of the world. By providing Personal data in accordance with this Privacy Policy, you agree to the use of Personal data in accordance with this Privacy Policy and the transfer of your Personal data to Sweden.

16. Changes and updates to the Privacy Policy

We may from time to time make changes or updates to this Privacy Policy. If we do, we will update "Last Updated" at the top of this Privacy Policy. If we make an update that is significantly less restrained in our use or in our disclosure of Personal data that we collected prior to the update, we will provide you with a notice of the expected update and request your confirmation by contacting you at Bay of Ideas or send you emails provided in your Profile. We encourage you to periodically review this Privacy Policy to keep you informed of our collection, use and provision of Personal data at Bay of Ideas. Your continued use of the Bay of Ideas Network constitutes your agreement to this Privacy Policy and any updates.

17. Contact Us

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