

This Privacy Policy is designed to inform you about BEAT YOUR MARK Inc's practices regarding the collection, use and disclosure of personal information (personal information is information that could be used to identify you, such as your name, address, e-mail address, telephone number, etc.) that you may provide through your access to or usage of this web site (the "Site").

Consent - BEAT YOUR MARK Inc. does not collect personal information about you except when you voluntarily provide it by visiting the site. BEAT YOUR MARK Inc. only collects your personal information directly from you through your use of, and interaction with, the Site. Whenever you provide either optional or required information through your access to or usage of the Site, you consent to the collection, use and disclosure of that information in accordance with the provisions of this Privacy Policy.

When we collect your personal information - Personal information may be collected in a number of instances. For example, this Site contains areas that collect information from its visitors through feedback data, such as questions, comments and suggestions. Some of the information that you provide through feedback data may be personal information. In addition, access to certain areas of the Site is restricted. In order to apply for access to these restricted areas, you are required to submit a registration application form which may include personal information. Further, some areas of the Site require you to submit information which may include personal information in order to benefit from specified features (such as services, newsletters, e-commerce/order processing). You will be informed at each collection point what information is required and what information is optional.

Use of Information - BEAT YOUR MARK Inc. collects and uses your personal information to improve the content of the Site and, if applicable, customize the Site to your preferences, to create a profile relating to you in order to show you content that may be of interest to you, to provide the services and features requested by you and, if you ask us, to send you information about products, services, features or promotions that may be of interest to you. BEAT YOUR MARK Inc. may also use your personal information to create aggregated information that does not allow you to be personally identified or contacted. Rather than showing individual activity, aggregated information shows Member behavior as a whole. Aggregated information is used for Site development and to market and promote the Site.

When we disclose your personal information - BEAT YOUR MARK Inc. may disclose your personal information to those of its affiliates and related companies that agree to treat it substantially in accordance with this Privacy Policy. BEAT YOUR MARK Inc. will not, without your permission, disclose your personal information to unaffiliated third parties except that BEAT YOUR MARK Inc. reserves the right to disclose your

personal information to: (i) third party service providers for purposes related to supporting our business (e.g., fulfillment services, technical support, delivery services) and providing you with information that may be of interest to you (if you have requested to receive such information as described above) in which case BEAT YOUR MARK Inc. will require such third parties to agree to treat it substantially in accordance with this Privacy Policy; and (ii) to third parties in connection with the sale, assignment, promotion or other transfer of the business of this Site to which the information relates, in which case BEAT YOUR MARK Inc. will require any such buyer, assignee or transferee to agree to treat it substantially in accordance with this Privacy Policy.

BEAT YOUR MARK Inc. will otherwise only release your personal information to third parties in the following limited circumstances and to the extent permitted by law: (i) if a law, regulation, search warrant, subpoena or court order permits or requires it to do so; (ii) if the rights or property of BEAT YOUR MARK Inc., its affiliates or related companies, third party service providers or the Members of the Site are in jeopardy; or (iii) if the personal safety of Members of the Site or other members of the public are in jeopardy.

BEAT YOUR MARK Inc. may disclose aggregated information that does not allow you to be personally identified to its affiliates and related companies and to unaffiliated third parties.

[Please recognize that if you voluntarily post information about yourself (including personally identifiable information) in publicly accessible areas of the Site, that information can be viewed by the public and could in turn be used to send unsolicited communications to you.]

How we protect your personal information - Recognizing that your privacy is important to you, BEAT YOUR MARK Inc. employs technical security measures to protect your personal information. However, no transmission over the Internet can be guaranteed to be completely secure. Consequently, to the extent permitted by law, BEAT YOUR MARK Inc., its affiliates and related companies, third party service providers and their respective officers, directors, employees and agents do not represent, warrant or guarantee that personal information will be protected against misuse, loss or alterations and do not accept any liability arising from the submission of any personal information or from any third parties' use or misuse of personal information.

As noted below, the information you provide to BEAT YOUR MARK Inc. via the Internet is password-protected for your privacy and security. BEAT YOUR MARK Inc. uses Secure Socket Layer (SSL) encryption technology in transmitting such information to our servers to help ensure the integrity and privacy of the information.

Children Under Age 13 – BEAT YOUR MARK does not knowingly collect or solicit personal information from anyone under the age of 13 or knowingly allow such persons to register. If you are under 13, please do not send any information about yourself to us, including your name, address, telephone number, or email address. No one under age 13 is allowed to provide any personal information to or on BEAT YOUR MARK Inc. In the event that we learn that we have collected personal information from a child under age 13 without verification of parental consent, we will delete that information as quickly as possible. If you believe that we might have any information from or about a child under 13, please contact us at privacy@beatyourmark.com.

Children Between the Ages of 13 and 18 – We recommend that minors over the age of 13 ask their parents for permission before sending any information about themselves to anyone over the Internet.

Changes – BEAT YOUR MARK Inc. reserves the right to change this Privacy Policy at any time and notify you of such changes by posting them on this Site. You are advised to review this page regularly for any changes. This Privacy Policy was last updated in September 8, 2014.

Other Terms – Your use of this Site is subject to the terms and conditions set forth herein. By accessing or using the Site, you agree to be bound by the terms and conditions in effect at the time of your access or use, including this Privacy Policy.

Contacting Us – You can contact BEAT YOUR MARK Inc. at privacy@beatyourmark.com to request access to your personal information or to request that BEAT YOUR MARK Inc. update or correct your personal information. If you believe that BEAT YOUR MARK Inc. has failed to adhere to this Privacy Policy, please contact BEAT YOUR MARK Inc. immediately at + 34 971 761 150 and ask for customer assistance.

Cookies – BEAT YOUR MARK Inc. may also collect information about you and your use of the Site through the use of "cookies." A cookie is a small file that can be stored on your computer's hard drive. BEAT YOUR MARK Inc. uses cookies so that we can better serve you when you return to our site. You may be able to set your browser to notify you when you receive a cookie, giving you the chance to decide whether to accept it. However, please note if you disable cookies, you may not be able to view all the pages or functions within our sites. Our cookies do not contain any personal information about you so beatyourmark.com will not be able to determine your identity. During your visit, we will record information regarding the number of visits you make to the various pages of our site. This information helps us determine the areas of beatyourmark.com or the BEAT YOUR MARK website that are most attractive to our visitors, so that we can make improvements or add new features based on our visitors' interests.

IP Address - An IP address is a number that is assigned to your computer when you are using your browser on the Internet. The servers that serve our web site automatically identify your computer by its IP address.

Links to Other Sites - When visiting our site, you will find links from BEAT YOUR MARK Inc. sites to independently-owned, controlled and/or managed World Wide Web or internet sites whose content may be of possible interest to our visitors. In many cases, but not always, the links represent cooperative projects or mutual links established with the organizations connected with these sites. While we initially visit these sites to which we directly link, please note that we do not control the content that appears on these sites and such content may be constantly changing. We encourage parents or guardians to monitor their children's online use, and to help us protect their privacy by instructing them never to provide personal information without permission.

You should be aware that operators of linked websites may also collect your personal information (including information generated through the use of cookies) when you link to their websites. BEAT YOUR MARK Inc. is not responsible for how such third parties collect, use or disclose your personal information, so you should check their privacy policies before providing them with your personal information.

Security - BEAT YOUR MARK Inc. uses secure server software over an SSL line, the latest technology to protect your credit card information. SSL is the industry standard and among the best software available today for secure commerce transactions. It encrypts all of your credit card information so that the information from your credit card cannot be read as it travels over the Internet. Encryption involves systematically scrambling numbers and letters, so that even if someone managed to intercept the information, they would not be able to make sense of it. In order to take advantage of this encryption technology, you need to have an Internet browser that will support encryption, such as Netscape, Microsoft Explorer, Firefox or Safari. As an additional security measure, the information you provide via the Internet is also kept physically separate on a separate server which is password protected and is encrypted and stored on a database.

Survey Responses – Periodically, BEAT YOUR MARK Inc. will encourage Members to participate in surveys or contests. The information we collect from these surveys is used to improve your overall Member experience. Any Member submitting responses through this vehicle automatically grants permission for their response to be stored and used for improvement evaluation.

Terms of Use, Notices and Revisions – If you choose to visit BEAT YOUR MARK , your visit and any dispute over privacy is subject to this Privacy Policy and our Terms of Use, including limitations on damages, arbitration of, and application of law of the State of Massachusetts . We reserve the right to change our Privacy Policy and our Terms of Use at any time. Non-material changes and clarifications will take effect immediately, and material changes will take effect within 30 days of their posting on this site. If we make changes, we will post them and will indicate at the top of this page the policy's effective date. We therefore encourage you to refer to this policy on an ongoing basis so that you understand our current privacy policy. Unless stated otherwise, our current privacy policy applies to all information that we have about you and your account.