

# Bass Electronics Inc, User Privacy Notice

Bass Electronics Inc (Bass) is a manufacturing company offering a variety of products and services to help customers view their processes and applications at their industrial processing locations. Bass does business in the United States as Bass Electronics Inc. This Privacy Notice sets forth details regarding the information Bass collects from its Users, and from those who visit our website ([basscam.com](http://basscam.com)).

## Definitions

As used in this Privacy Policy, the below terms have the following meanings:

**"Applicable Law"** – "Applicable Law" means the applicable state and federal laws which govern the collection, use, and administration of Personal Data.

**"Data Subject"** – A "Data Subject" is any User.

**"Personal Data"** – "Personal Data" is information relating to an identified or identifiable natural person. Examples include a name, an identification number, personal or business contact information, an online identifier of that natural person.

**"Personal Data Breach"** – "Personal Data Breach" means a breach of security leading to the accidental or unlawful destruction, loss, alteration, unauthorized disclosure of, or access to, personal data transmitted, stored or otherwise processed.

**"Process"** – "Process" means any operation or set of operations that is performed on Personal Data, such as collecting, using, storing, sharing, and destroying Personal Data.

**"User"** – A "User" is any individual who inquires about, contracts for, and/or uses our business services, or who visits our website or uses our products or services.

## The information we collect

In most cases, Bass collects Personal Data directly from the User. When you inquire about products and services, we will collect your name, your business title, your business contact information (email, phone number, and address).

Our website may provide interactive features, including chatbot, managed chat, and session replay. You agree that we may record and retain a transcript of all communications via these features and/or may record or recreate your activity while using the website, in order to provide services, enhance your website experience, and for quality and verification purposes. We may work with trusted service providers to analyze, store, and/or use this data on our behalf. Your use or access of any of these features or of our website is governed by this Privacy Policy and our Terms and Conditions.

We use tracking technologies on our website to record and analyze user interactions and sessions. We use this information to improve the usability and performance of our products and services, further develop and improve our products and improve your experience while interacting with us. These tools collect metadata about your use of our

services including browser version and name, operating system, network identifiers, location, screen resolution, and first and last visit. On our public website, this information is aggregated by anonymous user identifiers.

- **Aggregate and anonymous data.** We collect some information on an anonymous basis and may anonymize the personal information we collect about you into data groups. When we employ non-Bass companies to anonymize or aggregate data on our behalf, the requirements of this Policy apply. We may share aggregate or anonymous information in various formats with trusted non-Bass entities, with whom we have contracted to aggregate such data and may work with those entities to do research and provide products and services. When we jointly provide a service with a non-Bass company, your Personal Information may be subject to both this Policy and the privacy policy of the non-Bass company. We encourage you to review the privacy policies of any non-Bass company with which you do business to determine what information will be collected and how it will be used or disclosed to others.
- **Cookies.** We may use cookies or similar technologies to record or log data. Users can control the use of cookies at the individual browser level.
- **Tracking technology.** Where you visit or use our website, in any manner, we may use pixels, cookies, or other tracking technologies to associate your usage of our website with an associated email (through our third party vendors). Where applicable, we may contact you via such associated email address. If you wish to opt out of these services you may unsubscribe at any time.

#### **Mobile Application-Specific Permissions**

- **Contacts:** If you grant permission to do so, the mobile application will have access to your local contact information. Your local contact info will not be stored in the mobile application unless those contacts are uploaded to the application.
- **Images and Files:** If you grant permission to do so, the mobile application will have access to your local images and files that are included in any SMS/MMS with us. This permission allows you to access local images and files to send via SMS/MMS or chat messages from within the application, as well as to download images and files sent to you via SMS/MMS or chat message to your local device.

### **Why we Process and how we use Personal Data**

We Process your Personal Data at your request and with your consent to allow us to troubleshoot issues you are having and respond to your inquiries.

When you purchase products or services from Bass, or when you sign up to receive our newsletter or marketing communications, we may contact you regarding similar services or products that we believe may be of interest to you. You may opt out of such

communications at any time by clicking on the unsubscribe link located in the email from us.

We may use your Personal Data for a variety of other legitimate business interests, including:

- to provide services;
- to analyze, maintain, and improve our business offerings;
- to enhance your website experience;
- internal recordkeeping, audits, and investigations;
- insurance purposes;
- to protect against and identify fraud and other criminal activity; and
- to exercise or defend against legal claims.

You are under no statutory or contractual obligation to provide Personal Data to us. However, if you do not provide certain information, we may not be able to enter into a business agreement with you or process your request for assistance.

## **With whom we share Personal Data**

**Bass employees:** Your Personal Data is shared internally among our employees, as is appropriate to allow us to serve your business needs and respond to your requests. Bass's customer support center is located in the United States.

**Others working for us:** We may share your information with service providers who help us run our business, including hosting our sites, delivering our emails and marketing communications to you, analyzing the data we collect, helping us with sales attribution (e.g., to see if we showed you an ad on a platform site and then you bought a product from us) and sending you the products and services you requested. We also share your information with lawyers, auditors, consultants, information technology and security firms, and others who provide services to us. We share only the personal information needed for these companies to complete the tasks we request. They are required to protect your information in the same way we do and will not share it or use it for any other purpose than to provide us services.

### **Other third parties:**

- **Law Enforcement.** We may share your Personal Data with law enforcement, other government entities, or our legal counsel: (1) if we believe there has been a violation of our Terms & Conditions or other user policies; (2) if we believe that someone may be causing injury to our rights or property, other users, or anyone

else; (3) to respond to judicial process or to provide information to law enforcement; or (4) as otherwise required by law. To the extent we are legally permitted to do so, we will take reasonable steps to notify you in the event that we are required to provide your personal information to third parties as part of a legal process.

Nextiva does not sell or share Personal Data with third parties for marketing purposes.

## **How we protect your Personal Data**

We take the security of your data very seriously. We have established electronic and administrative safeguards, including data encryption and restricted personnel access, designed to secure the Personal Data we collect, to prevent unauthorized access to or disclosure of that information, and to ensure it is used appropriately. We also have internal policies and measures in place to ensure that your data is not lost, accidentally destroyed, misused or disclosed, and is not accessed by anyone other than employees of Bass and the above-discussed third parties in the proper performance of their duties. These policies and measures are regularly reviewed and updated as appropriate.

Although we strive to keep your Personal Data secure, no security measures are absolute, and we cannot guarantee that your Personal Data will never be disclosed in a manner inconsistent with this Policy (for example, as the result of unauthorized acts by third parties that violate the law or this Policy). We will make reasonable attempts to notify you if we determine that we have experienced a Personal Data Breach, unless we are not required to do so under Applicable Law.

## **Changes to this Privacy Policy**

We reserve the right to update this Privacy Policy as necessary to reflect any changes we make and to satisfy legal requirements.

## **Contact Us**

If you have questions about this Privacy Policy or our privacy practices, or to exercise your privacy rights please reach out to [info@basscam.com](mailto:info@basscam.com)