

Privacy Policy

The following sets forth the Privacy Policy for BE FORWARD SURVEY (“BF SURVEY”) Program offered by BE FORWARD CO., LTD. (referred to as "we", "our" or "BE FORWARD" hereinafter). This policy explains how we use any personal data we collect about the registered participant (referred to as “Participant”, “you” or “your” hereinafter). BF SURVEY Program is currently available in Tanzania.

This Privacy Policy sets forth the collection, use, and disclosure of personal data or information by BE FORWARD with regard to the BF SURVEY Program. BF SURVEY is a program to collect information and opinions from the registered participants, who will be rewarded for participating.

Your participation in BF SURVEY and other activities under this program is completely voluntary and BE FORWARD’s processing of personal data or information in connection with BF SURVEY and this Privacy Policy is with your consent.

1. The information BE FORWARD collects in connection with BF SURVEY

- 1.1 Registration Information: Upon the registration process, we collect your personally identifiable information and demographic information, including, without limitation, your name, e-mail address, telephone number, country, state/region, address, gender, date of birth, marital status, number of children and ages, occupation, profession, etc.
- 1.2 Survey Data: Additional personally identifiable information and demographic information will be collected by surveys and other market research activities conducted by the BF SURVEY program, including interviews and qualitative researches. Additional information includes your interest, hobby, habits, preference, and experience in the use of particular products or services, as well as feedback and opinions about specific topics.
- 1.3 Additional Content/ Material: Additional content or material, including, without limitation, photos, videos, and/or any other similar or related content or material which may include your personally identifiable information will be collected, used, and disclosed as set forth in this Privacy Policy.
- 1.4 Statistical Information: We gather aggregate statistical information about our Site and Users, such as IP addresses, browser software, operating system, pages viewed, number of sessions and unique visitors, etc.
- 1.5 Collected Information: Registration Information, Survey Data, Statistical Information, and any additional information we may collect from you directly, through our Website or BF

SURVEY program, whether in written, verbal, or digital format, shall collectively be referred to as "Collected Information".

2. How does BE FORWARD use the information it collects?

- 2.1 To communicate with you in regards to BF SURVEY memberships and activities.
- 2.2 To identify Client Companies to design customized surveys. A Client Company means a third party who purchases marketing research service provided by BE FORWARD.
- 2.3 To keep a record of the Participants.
- 2.4 To communicate with you regarding your participation in a survey(s).
- 2.5 To send you notifications of survey opportunities.
- 2.6 To administer and manage reward points programs and fulfill your requests for rewards.
- 2.7 To market and improve service and products to customers of BE FORWARD.
- 2.8 To enable Client Companies to market their products/services to you.
- 2.9 To enable BE FORWARD or Client Companies to develop marketing insights and/or audience/look-alike models.
- 2.10 To coordinate customized surveys requested by Client Companies.
- 2.11 With your consent, to provide your information or research results including your Collected Information to the Client Companies.

3. Disclosure of Information

- 3.1 We reserve the right to disclose your Collected Information to relevant authorities where we have reason to believe that such disclosure is necessary to identify, contact, or bring legal action against someone who may be infringing or threatening to infringe, or who may otherwise be causing injury to or interference with, the title, rights, interests or property of BE FORWARD, our Users, customers, partners, other web site users or anyone else who could be harmed by such activities.
- 3.2 We also reserve the right to disclose Collected Information in response to a subpoena, a writ of summons, or other judicial order, or when we reasonably believe that such disclosure is required by law, regulation, or administrative order of any court, governmental or regulatory authority.
- 3.3 If we have a reason to believe that a particular user is in breach of the terms and conditions or any agreements with us, then we reserve the right to make public or otherwise disclose such user's Collect Information to pursue our claim or prevent further injury to BE FORWARD or others.
- 3.4 In order to protect your Collected Information, BE FORWARD will enter into Non-

Disclosure Agreements with Client Companies before conducting surveys or providing survey reports.

4. Your Access and Rights to Your Information

From the BF SURVEY account provided, you have;

- An access to Registered Information on personal account.
- An access to edit Registered Information on a personal account.
- All rights to withdraw from membership with BF SURVEY.

5. Retention of Information

5.1 Your Collected Information will be kept with BF SURVEY program for as long as you have your membership with the program. Withdrawal from membership should be requested by email to survey@beforward.jp, and upon receipt BE FORWARD will delete your Collection Information in a timely manner.

5.2 We retain statistical and anonymous information about you to help improve our service for an unlimited period unless requested to delete by email to survey@beforward.jp.

6. Privacy of Third Party

BE FORWARD cannot be held liable for the privacy/confidentiality practices employed by the third party to whom we direct our visitors. The privacy policy of such parties may differ from ours, and we may not have any control over the information that you submit to such third parties or co-branded sites. We recommend that you read the confidentiality declaration on each website you visit.

7. Security Measures

7.1 We employ commercially reasonable security methods to prevent unauthorized access, maintain data accuracy, and ensure the correct use of information.

7.2 No data transmission over the Internet or any wireless network can be guaranteed to be perfectly secured. As a result, while we try to protect your information, no website or company, including ourselves, can ensure or guarantee the security of any information you transmit to us and you do so at your own risk.

8. Change of Privacy Policy

We reserve the right to modify our Privacy Policy from time to time without notifying users. We recommend that you consult this Privacy Policy regularly. You are deemed to have

understood and agreed that all Collected Information (whether or not collected prior to or after the new policy became effective) shall be governed by the newest Privacy Policy then in effect. If you do not agree to the new changes in our Privacy Policy, you should contact BE FORWARD in writing and specifically request that we return and/or destroy all copies of all or part of your Collected Information in our possession.

9. **Your Feedback**

BE FORWARD welcomes your continuous input regarding our Privacy Policy or our services provided to you. You may send us your comments and responses to our email.