

Privacy Policy

BessWave operations intelligence platform

VERSION	EFFECTIVE DATE	PROVIDER
1.0 (Initial Release)	July 1, 2026	BessWave INC

This Privacy Policy explains how BessWave INC (“**BessWave**,” “**we**,” “**us**,” or “**our**”) collects, uses, and shares personal information when you visit besswave.com, communicate with us, request access, apply to an early access or customer program, or use the BessWave operations intelligence platform (the “**Service**”) as an account holder or authorized user. BessWave INC is a Delaware corporation with offices at 7761 Diamondback Drive, College Park, Maryland 20742.

Customer operational data is governed by the Agreement, not this Policy. When BessWave provides the Service to a business customer, that customer controls the operational data it connects or submits to the Service. BessWave processes that data on the customer’s behalf as a processor, under the customer’s agreement with BessWave and the BessWave Data Processing Addendum, and not under this Privacy Policy. If your personal information appears within a customer’s operational systems, the customer is the controller of that data, and you should direct any request to that customer. This Privacy Policy governs the personal information for which BessWave is the controller, such as information about website visitors, prospects, and the individuals who administer or use a customer account. The BessWave Data Processing Addendum is available at besswave.com/legal.

1. Information We Collect

Information you provide. When you request a workspace, apply to an early access or customer program, register for an account, contact us, or correspond with us, we collect information such as your name, business email address, telephone number, company name, and role, along with account credentials, billing and payment contact details, and the content of your communications and support requests.

Information collected automatically. When you use besswave.com or the Service, we collect device and browser information, internet protocol address, approximate location derived from that address, pages and features viewed, referring pages, and usage activity. We collect this information through cookies and similar technologies and through server logs.

Information from third parties. We may receive business contact information from referrals, publicly available sources, and business data providers, which we use to assess fit and to conduct outreach to prospective customers and partners.

2. How We Use Information

We use the information described above to:

- provide, operate, secure, maintain, and improve the Service and our website;
- create and administer accounts and authenticate users;

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- respond to inquiries, provide support, and send service, security, and administrative messages;
 - evaluate and manage access requests, early access programs, customer programs, and design-partner relationships;
 - send marketing and informational communications, subject to your choices;
 - invoice, process payments, and collect fees;
 - detect, prevent, and investigate fraud, abuse, and security incidents; and
 - comply with legal obligations and enforce our agreements.

We do not sell personal information, and we do not use the personal information collected under this Policy to make decisions that produce legal or similarly significant effects without human involvement.

3. Legal Bases for Processing

Where the European Union or United Kingdom General Data Protection Regulation applies, we process personal information on the following legal bases: performance of a contract with you or your organization; our legitimate interests in operating, securing, and promoting the Service, balanced against your rights; your consent, where we ask for it, such as for certain marketing or cookies; and compliance with legal obligations. Where we rely on consent, you may withdraw it at any time.

4. How We Share Information

Service providers. We share information with vendors who process it on our behalf under contract, such as cloud hosting, email delivery, website analytics, and payment processing providers. These providers may use the information only to provide services to BessWave.

Affiliates. We may share information within our corporate group to operate and support the Service.

Business transfers. If BessWave is involved in a merger, acquisition, financing, reorganization, or sale of assets, personal information may be transferred as part of that transaction, subject to this Policy.

Legal and safety. We may disclose information to comply with law, respond to lawful requests, enforce our agreements, and protect the rights, property, and safety of BessWave, our customers, and others.

We do not sell personal information, and we do not share personal information for cross-context behavioral advertising, as those terms are defined under applicable United States state privacy laws.

5. Cookies and Similar Technologies

We use cookies and similar technologies on besswave.com to operate the website, remember your preferences, measure traffic, and understand how the website is used. Some cookies are necessary for the website to function, and others are optional. You can control cookies through your browser

settings, although disabling some cookies may affect how the website works. Where required by law, we obtain consent before setting non-essential cookies.

6. Data Retention

We retain personal information for as long as necessary to fulfill the purposes described in this Policy, to maintain our relationship with you or your organization, to comply with our legal obligations, to resolve disputes, and to enforce our agreements. When personal information is no longer needed, we delete or de-identify it within a commercially reasonable time, except where retention is required by law or kept in backups under our ordinary retention lifecycle.

7. Data Security

We maintain administrative, technical, and physical safeguards designed to protect personal information against unauthorized access, use, alteration, and disclosure. These measures include encryption in transit, access controls, and logging. No method of transmission or storage is completely secure, and we cannot guarantee absolute security.

8. Your Rights and Choices

Depending on where you live, you may have some or all of the following rights regarding the personal information for which BessWave is the controller:

- to access, correct, update, or delete your personal information;
- to receive a copy of your personal information in a portable format;
- to opt out of marketing communications, by using the unsubscribe link or by contacting us;
- to opt out of the sale or sharing of personal information and of targeted advertising, although we do not sell or share personal information;
- for residents of the European Union and United Kingdom, to restrict or object to processing, to withdraw consent, and to lodge a complaint with a supervisory authority; and
- to be free from discrimination for exercising your rights.

To exercise a right, contact us at privacy@besswave.com. We will verify your request and respond within the time required by applicable law. You may use an authorized agent to submit a request where the law permits, and we may ask for information to confirm the agent's authority.

9. International Data Transfers

We are based in the United States and process personal information there. Where we transfer personal information from the European Union, United Kingdom, or other regions, we use an appropriate transfer mechanism, such as the Standard Contractual Clauses, to protect that information consistent with applicable law.

10. Children's Privacy

The website and the Service are intended for businesses and are not directed to children. We do not knowingly collect personal information from children under sixteen (16). If we learn that we have collected such information, we will delete it.

11. Third-Party Links

Our website and the Service may contain links to websites and services that we do not operate or control. This Policy does not apply to those third-party properties, and we encourage you to review their privacy notices.

12. Changes to This Policy

We may update this Policy from time to time. When we make material changes, we will update the effective date above and, where appropriate, provide additional notice. Your continued use of the website or the Service after the effective date of an update constitutes acceptance of the updated Policy.

13. Contact Us

If you have questions about this Policy or our privacy practices, contact us at:

BessWave INC

7761 Diamondback Drive, College Park, Maryland 20742
privacy@besswave.com · besswave.com · 202-316-5225