

BYUT DATA PRIVACY POLICY

BYUT's Data Privacy Policy describes how BYUT collects, uses, and shares your personal data and information. For all BYUT products or services, you will be given an opportunity to review this information: (i) in the form of a document, (ii) in settings of BYUT products/services, or (iii) online at BYUT.net/legal/privacy.

[Download a copy of this Data Privacy Policy \(PDF\).](#)

BYUT Data Privacy Policy [V1.0]

Our commitment to protecting your personal information and data privacy.

Updated: **September 14, 2026**

This Data Privacy Policy ("Policy") explains how **BYUT LLC, its parent companies, and subsidiaries (collectively "BYUT")** handle personal data whether you interact with us via websites, mobile and PC Apps, or other digital tools.

BYUT services ("Services") consist of digital platforms and tools showcasing beauty service resources, professionals, products, and styles, with added capabilities allowing for industry matchmaking, engagement and relationship-building. Collectively, BYUT services function as a social networking application serving the broader beauty community. Subsequently, BYUT services may also link to third parties and/or make third-party offerings available within our ecosystem(s). It should be noted that BYUT's Data Privacy Policy does not apply to a third-party's definition of personal data, nor how they use it. We encourage you to read third-party privacy policies and understand how rights may (or may not) be affected before using them.

Commitment and Obligation to Privacy. As a global social platform, BYUT is committed to several core tenets: (i) protecting the privacy and security of the information we collect and maintain; (ii) ensuring you have transparency and clear understanding of your rights and data involved; and (iii) enabling you to control how your information is used. We recommend reviewing our Data Privacy Policy and **Terms and Conditions of Service** in detail before using Services. Please note that recurring updates to the Data Privacy Policy may occur, along with occasional privacy notices providing added insight on our practices.

Permissible Age. BYUT content and services are solely for adults at least eighteen (18) years of age. If you become aware of a minor that has submitted personal information in our Services, please contact us by submitting a request [here](#), so that we can take appropriate action.

Information Collection And Use

When BYUT Services are used, we collect minimal personal data that you directly provide. Such personal data (i.e. email addresses, phone numbers, etc), is private and used solely for the purposes of maintaining communication and interaction with fellow members, contributors and supporters. In addition, we automatically collect information relevant to your interactions with and involving use of Services. On occasion, we may receive information about you from third parties.

Types of Data Collected

Account & Profile Information

To set up an account for BYUT Services, we require that you provide personal information that can be used to contact and/or identify you ("Personal Data"). Personally identifiable information may include, but is not limited to:

- Email address
- First name and last name
- Phone number
- Age, Date of Birth
- License number
- Beauty category of interest
- Requested Services
- Cookies and Usage Data

Professional / Subject-Matter-Expert ("SME") Account & Profile Information

To set up an account and/or participate as a professional/SME in BYUT Services, we require that you provide personal information that can be used to contact and/or identify you ("Personal Data"). Personally identifiable information may include, but is not limited to:

- Email address
- First name and last name
- Phone number
- Age, Date of Birth
- License information and number
- Beauty category affiliation and status
- Specialty
- Public Profile content, insight, interactions, preferences
- Availability status
- Cookies and Usage Data

Messages

As an end user, you have control and choice in what personal information and content you provide to others when interacting and messaging with other users of BYUT Services (may include photos, location, audio, video, emojis, reactions, etc.). Note that when you send messages, you may be providing the user who views your message and BYUT profile with personal information.

Photos, Videos and Audio

If you enable audio, video or photo features, audio, visual or other related information may be collected.

Customer Support and Feedback

You may provide personal information to us for feedback and customer-support services, which may include mini-surveys.

Location Information

We collect location information, including precise geolocation, for purposes such as determining your distance from BYUT resources and other members, and displaying your location either on Services maps or dashboards. You can elect to hide your distance information, or disable location services at any time on your device (via device settings), but Services will continue to sort and display your profile based on your relative distance and proximity from other members.

Purchase and Subscription Information

We may collect personal information about preferences, purchases, member status, and subscriptions you make via the Services, including: (i) financial account and payment details,

(ii) billing address, (iii) subscription level, (iv) paid membership and conversion status, and (v) renewal date.

Usage Data

We also monitor how www.BYUT.net is accessed and used ("Usage Data"). This Usage Data may include information about your computer's Internet Protocol address (e.g. IP address), browser type, browser version, the pages of our service that you visit, the time and date of your visit, the time spent on those pages, unique device identifiers and other diagnostic data.

Services Tracking & Cookies Data

We may use cookies and similar tracking technologies (i.e. heat maps, etc.) to track the activity of our Services, and maintain/analyze Services-related information. Cookies are files with small amounts of data which may include anonymous unique identifiers. Via cookies, we may collect internet, digital/electronic actions and other information from devices or browsers that you use, indicating Services activity and interaction, device model, device ID, browser type, and IP address. We and other partners may also scan, analyze, and collect information from audio, video, images, messages, content and metadata that you upload, for purposes of recommendations. We may also make inferences about you from the information we collect, based on your activity and usage levels within the App and/or other BYUT Services. Note, that you can control and instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Service.

Examples of Cookies we use:

- **Session Cookies:** We use Session Cookies to operate our Service.
- **Preference Cookies:** We use Preference Cookies to remember your preferences and various settings.
- **Security Cookies:** We use Security Cookies for security purposes.

Use of Data

BYUT LLC uses collected data for various purposes:

- Provide and maintain Services;
- Notify you about changes to Services;
- Allow participation in interactive features of Services;
- Provide customer care and support;
- Conduct surveys or obtain your voluntary feedback about Services;
- Provide analysis or critical information for improvement of Services;
- Monitor usage, functionality and security of the Services;
- Proactively detect, mitigate and address technical issues;
- Improve our marketing, promotion and advertising efforts, such as via third-party cookies for purpose of serving ads to users of Services;
- Comply with our legal obligations (as defined by federal, statutory, international, and platform laws and rules); and
- For other purposes disclosed to you at the time we collect your information or pursuant to your consent as permitted under applicable law.

Transfer Of Data

BYUT is a U.S. based company. Your information, including personal data, may be transferred to — and maintained on — computers located outside of your state, province, country or other governmental jurisdiction where the data protection laws may differ than those from your jurisdiction.

If you are located outside the United States and choose to provide information to us, please note that we transfer the data, including Personal Data, to the United States and process it

there. Your consent to this Privacy Policy followed by your submission of such information represents your agreement to that transfer.

Disclosure Of Data**Legal Requirements**

BYUT LLC may disclose your Personal Data in the good faith belief that such action is necessary to:

- To comply with a legal obligation, including as governing laws and rules (federal, statutory, international, and platform) mandate;
- To protect and defend the rights or property of BYUT LLC;
- To prevent or investigate possible wrongdoing in connection with the service;
- To protect the personal safety of users of the Service or the public;
- To protect against legal liability.

Security Of Data

The security of your data is important to us, but remember that no method of transmission over the Internet, or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your Personal Data, we cannot guarantee its absolute security. *We will however, when and where it makes sense, attempt to anonymize personal information as best possible.*

Service Providers

We may employ third party companies and individuals to facilitate our service ("service providers"), to provide a service on our behalf, to perform service-related services or to assist us in analyzing how our service is used. Google Analytics is used as a web analytics service that tracks and reports website traffic.

Children's Privacy

Our service does not address anyone under the age of 18 ("Children"). We do not knowingly collect personally identifiable information from anyone under the age of 18.

Contact Us

If you have any questions about this Privacy Policy or would like to file a complaint, please contact us by email:

- Privacy matters: privacy@BYUT.net
- Complaints: complaints@BYUT.net

DATA AND INFORMATION CLASSIFICATION

Generally, BYUT data collected, stored and shared falls into 3 high-level categories of information:

- **Personal Data:** Name, contact, demographic information.
- **Sensitive Personal Data:** health, financial, biometric or authentication data.
- **Behavioral Data:** browsing history, location, and usage patterns.

Outlined below are all classifications and sub-categories of personal, sensitive, business and/or other miscellaneous information to be collected/stored/shared by the BYUT Services for a minimum of 12 months, solely for business purposes:

<u>Data Sub-Categories</u>	<u>Source</u>	<u>Disclosed for Business Purpose</u>	<u>Purpose for Collecting, Selling, or sharing</u>
A. Identifiers and contact information - email, phone number, postal address, social media account	• End-users • Pros / SMEs • Service Providers (i.e. benefit sources and providers)	• Service Providers (i.e. benefits providers - third-party retailers and manufacturers, etc.) • Contractor's (i.e. system administrators, etc.)	Performing services on behalf of the business, including maintaining or servicing accounts, providing customer service, verifying customer information, providing analytic services, providing storage, or providing similar services on behalf of the business;
			Ensuring security and integrity to extent the use of consumer's personal information reasonable necessary and proportionate for such purposes;
			Troubleshooting and debugging to identify and repair errors impairing existing intended functionality;
			In support of internal research for technological development and/or demonstration;

<u>Data Sub-Categories</u>	<u>Source</u>	<u>Disclosed for Business Purpose</u>	<u>Purpose for Collecting, Selling, or sharing</u>
			In support of activities to verify and/or maintain the quality, safety, and security of a service/device that is owned, made for, or controlled by the business, and to improve, upgrade, or enhance the service or device that is owned, made for, or controlled by the business.
B. California customer records (as defined by CA Civil Code §1798.80-.81) - identifying personal information + duty to take reasonable steps to dispose of customer records	• End-users • Pros / SMEs • Service Providers (i.e. benefit sources and providers)	• Service Providers (i.e. benefits providers - third-party retailers and manufacturers, etc.)	
C. Characteristics of protected classification under CA, or federal law - age, gender	• End-users • Pros / SMEs • Service Providers (i.e. benefit sources + providers)	• Service Providers (i.e. benefits providers - third-party retailers and manufacturers, etc.)	Performing services on behalf of the business, including maintaining or servicing accounts, providing customer service, verifying customer information, providing analytic services, providing storage, or providing similar services on behalf of the business;
			Ensuring security and integrity to extent the use of consumer's personal information reasonable necessary and proportionate for such purposes;
			Troubleshooting and debugging to identify and repair errors impairing existing intended functionality;
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			In support of activities to verify and/or maintain the quality, safety, and security of a service/device that is owned, made for, or controlled by the business, and to improve, upgrade, or enhance the service or device that is owned, made for, or controlled by the business.
D. Commercial information - related business transactions and expenses	- End-users - Pros / SMEs - Service Providers (i.e. benefit sources and providers)	- Service Providers (i.e. benefits providers - third-party retailers and manufacturers, etc.) - Contractor's (i.e. system administrators, etc.)	Performing services on behalf of the business, including maintaining or servicing accounts, providing customer service, verifying customer information, providing analytic services, providing storage, or providing similar services on behalf of the business;
			Ensuring security and integrity to extent the use of consumer's personal information reasonable necessary and proportionate for such purposes;
			Troubleshooting and debugging to identify and repair errors impairing existing intended functionality;
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E. Personal Biometric Information	N/A - BYUT does not collect this info	N/A	N/A
F. Internet and other electronic/digital activity information - browsing + search history, interactions with websites, Apps, social media / email / chat platforms, computer or access logs, other activity on any BYUT App or business information	• End-users • Pros / SMEs • End-user + Pro/ SME devices	• Service Providers providing security monitoring + App engagement tools	Performing services on behalf of the business, including maintaining or servicing accounts, providing customer service, verifying customer information, providing analytic services, providing storage, or providing similar services on behalf of the business;
			Ensuring security and integrity to extent the use of consumer's personal information reasonable necessary and proportionate for such purposes;
			Troubleshooting and debugging to identify and repair errors impairing existing intended functionality;
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G. Geolocation data - proximity to pros/SMEs	- End-users - Pros / SMEs - End-user + Pro/SME devices	Service Providers providing security monitoring + App engagement tools	Performing services on behalf of the business, including maintaining or servicing accounts, providing customer service, verifying customer information, providing analytic services, providing storage, or providing similar services on behalf of the business;
			Ensuring security and integrity to extent the use of consumer's personal information reasonable necessary and proportionate for such purposes;
			Troubleshooting and debugging to identify and repair errors impairing existing intended functionality;
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H. Audio, electronic, visual or similar information - audio or video recordings, presentations, advertisements, or personal camera content (audio, video, pictures)	• End-users • Pros / SMEs • End-user + Pro/ SME devices		Performing services on behalf of the business, including maintaining or servicing accounts, providing customer service, verifying customer information, providing analytic services, providing storage, or providing similar services on behalf of the business;
			Ensuring security and integrity to extent the use of consumer's personal information reasonable necessary and proportionate for such purposes;
			Troubleshooting and debugging to identify and repair errors impairing existing intended functionality;
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			In support of activities to verify and/or maintain the quality, safety, and security of a service/device that is owned, made for, or controlled by the business, and to improve, upgrade, or enhance the service or device that is owned, made for, or controlled by the business.
I. Professional or employment-related information - i.e. PRO/SME credentials, roles/positions, company of employment, etc.	Pros / SMEs		Performing services on behalf of the business, including maintaining or servicing accounts, providing customer service, verifying customer information, providing analytic services, providing storage, or providing similar services on behalf of the business;
			Ensuring security and integrity to extent the use of consumer's personal information reasonable necessary and proportionate for such purposes;
			Troubleshooting and debugging to identify and repair errors impairing existing intended functionality;
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			In support of activities to verify and/or maintain the quality, safety, and security of a service/device that is owned, made for, or controlled by the business, and to improve, upgrade, or enhance the service or device that is owned, made for, or controlled by the business.
J. Educational information - as defined by Family Educational Rights and Privacy Act as info not publicly available or personally identifiable	N/A - BYUT does not collect this info	N/A	N/A
K. Analytics, Behavioral data and inferences derived from information collected - i.e., records indicating preferences, characteristics, predispositions, behaviors, attitudes, sentiments, abilities or compatibilities, etc.,.	• BYUT employees • Service Providers (i.e. benefit sources and providers)	Usage Analysis, Pro/SME Matchmaking, Incite engagement	Performing services on behalf of the business, including maintaining or servicing accounts, providing customer service, verifying customer information, providing analytic services, providing storage, or providing similar services on behalf of the business;
			Ensuring security and integrity to extent the use of consumer's personal information reasonable necessary and proportionate for such purposes;
			Troubleshooting and debugging to identify and repair errors impairing existing intended functionality;
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			In support of activities to verify and/or maintain the quality, safety, and security of a service/device that is owned, made for, or controlled by the business, and to improve, upgrade, or enhance the service or device that is owned, made for, or controlled by the business.

Additional data privacy notes of interest:

Sensitive Personal Information. BYUT limits use of sensitive Personal Information only to the purposes necessary in connection with end-user and Pro/SME engagement with BYUT resources. Additionally, where it makes sense, personal information will be anonymized as best possible.

Verification. When submitting a request, BYUT will verify your identity, in order to help protect your privacy and maintain security. You can submit a request [here](#), where you'll be required to provide additional information for authenticating your identity.

Authorized Agents. If you are an authorized agent for a California individual, please click [here](#) to submit a request, and attach a signed designation form from the individual that you represent, authorizing you to serve as the individual's agent for the purposes of exercising the individual's rights under the applicable California law. Individuals can optionally notarize the document or provide a Power of Attorney document along with the signed designation form. If you do NOT provide the signed designation form, BYUT cannot honor any requests you submit on behalf of the individual.

Data Retention. We retain your Personal Information for no longer than is necessary to fulfill the purposes for which the information was collected or as otherwise permitted or required by applicable law or pursuant to [BYUT Terms and Conditions of Service](#) and/or BYUT Community Guidelines (the latter applicable to the In-Scope Individual's use of the BYUT Services).

In-Scope end-users (applicants) who use the BYUT Services, feel free visit the [BYUT Privacy Help Center](#) to learn more about our features that support your privacy and choices. To exercise your choice and rights, click [here](#). Statistics pertaining to BYUT's processing of access, deletion and correction requests (which includes statistics with respect to In-Scope Individuals' use of the BYUT Services) can be found [here](#).

If you would like to **request a copy of information regarding our disclosure to third parties** for their direct marketing purposes in the preceding calendar year, or if you have questions about your California privacy rights, you can submit a request [here](#) or by postal mail at: **BYUT LLC, Attn: Privacy Office, PO Box ABCD, Anytown, CA 12345.**