

PRIVACY POLICY

Last updated: 10 December 2024

This privacy policy applies between you, the User of this Website, and BOB Foundation, the owner and provider of this Website. BOB Foundation takes the privacy of your information very seriously. This privacy policy applies to our use of any and all Data collected by us or provided by you in relation to your use of the Website.

Please read this privacy policy carefully.

Definitions and Interpretation

In this privacy policy, the following definitions are used:

- **Data:** Collectively all information that you submit to BOB Foundation via the Website. This definition incorporates, where applicable, the definitions provided in the Data Protection Laws;
- **Cookies:** Small text files placed on your computer by this Website when you visit certain parts of the Website and/or when you use certain features of the Website. Details of the cookies used by this Website are set out in the clause below (Cookies);
- **Data Protection Laws:** Any applicable law relating to the processing of personal Data, including but not limited to:
 - The Cayman Islands Data Protection Act (2021 Revision)
 - The EU General Data Protection Regulation (GDPR)
 - The UK GDPR and Data Protection Act 2018
 - Other applicable data protection laws, regulations, and secondary legislation
- **BOB Foundation, we, or us:** BOB Foundation, an exempt foundation company with its principal place of business at Citrus Grove, George Town, Cayman Islands;
- **User or you:** Any individual or third party that accesses the Website;
- **Website:** The website that you are currently using, www.gobob.xyz, and any sub-domains of this site unless expressly excluded by their own terms and conditions.

In this privacy policy, unless the context requires a different interpretation:

- The singular includes the plural and vice versa;
- References to sub-clauses, clauses, schedules, or appendices are to sub-clauses, clauses, schedules, or appendices of this privacy policy;
- A reference to a person includes firms, companies, government entities, trusts, and partnerships;
- "Including" is understood to mean "including without limitation";
- Reference to any statutory provision includes any modification or amendment of it; and

- The headings and subheadings do not form part of this privacy policy.

Scope of this Privacy Policy

This privacy policy applies only to the actions of BOB Foundation and Users with respect to this Website. It does not extend to any third-party websites that can be accessed from this Website including, but not limited to, any links we may provide to social media websites.

For purposes of the applicable Data Protection Laws, BOB Foundation is the "data controller." This means that BOB Foundation determines the purposes for which, and the manner in which, your Data is processed.

Data Collected

We may collect the following Data, which includes personal Data, from you:

- Contact Information such as email addresses and telephone numbers;
- IP address (automatically collected);
- Web browser type and version (automatically collected);
- Operating system (automatically collected);
- Browser fingerprinting data;
- Device information;
- Location data;
- Social media identifiers;
- Usage patterns and preferences; and
- Questions, queries, or feedback you leave, including your email address if you contact gobob.xyz.

How We Collect Data

We collect Data in the following ways:

- Data is given to us by you;
- Data is received from other sources; and
- Data is collected automatically.

Data that is given to us by you

BOB Foundation will collect your Data in a number of ways, for example:

- When you contact us through the Website, by telephone, post, e-mail, or through any other means;
- When you elect to receive marketing communications from us;
- When you use our services; and

- When you interact with our advertising and applications on third-party websites and services.

Data that is received from third parties

BOB Foundation will receive Data about you from the following third parties:

- Analytics providers such as Google Analytics;
- Advertising networks;
- Search information providers; and
- Our service providers.

Data that is collected automatically

To the extent that you access the Website, we will collect your Data automatically, for example:

- We automatically collect some information about your visit to the Website. This information helps us to make improvements to Website content and navigation, and includes your IP address, the date, times, and frequency with which you access the Website, and the way you use and interact with its content.
- We will collect your Data automatically via cookies, in line with the cookie settings on your browser. For more information about cookies, and how we use them on the Website, see the section below, headed "Cookies."

Our Use of Data

Any or all of the above Data may be required by us from time to time in order to provide you with the best possible service and experience when using our Website. Specifically, Data may be used by us for the following reasons:

We use Data to fulfil our contract with you, provide our services and operate the Website as required to conduct our business and pursue our legitimate interests, in particular:

- Internal record keeping;
- Improvement of our products/services;
- Make sure the site is meeting the needs of its users;
- Make improvements;
- Analyse trends and traffic patterns;
- Better understand our user base;
- Develop and improve our services;
- Respond to your questions and comments;
- Provide customer support;
- Send you technical notices and security alerts; and
- In connection with legal claims, and for compliance, regulatory and investigative purposes.

Where necessary, we use Data on the basis of your consent for:

- Transmission by email of marketing materials that may be of interest to you;
- Sending email alerts to users who request them;
- Communicating with you about products, services, offers, promotions, and events; and
- Other purposes we explain at the time you give us such consent.

Where we rely on consent, you will always be able to withdraw your consent to allow us to process your Data, although we may still have other legal grounds for processing your data, such as those set out above. In some cases, we are able to send you marketing materials without your prior consent, where we rely on our legitimate interests, but you have the right to opt-out of receiving future marketing materials at any time. You can do this by following the instructions in the email communication you receive, or by contacting us.

We use Data for other purposes to comply with applicable laws in the local jurisdictions where we operate, regulations, subpoenas, legal process, governmental investigations or inquiries, including:

- Monitor use of the site to identify security threats;
- to cooperate with government or law enforcement authorities conducting an investigation.

We may also use Data for other purposes that do not conflict with the purposes listed above, to the extent permitted by applicable law. In certain circumstances, we will not be able to provide services to you if we are not provided with all relevant Data.

Cookie Management and Tracking Technologies

Cookie Management Solution

We use Cookie Yes as our consent management platform to help you control how cookies are used on our website. Through this platform, you can:

- View all cookies and tracking technologies used
- Accept or reject non-essential cookies
- Update your preferences at any time
- Access detailed information about each cookie's purpose

Types of Cookies We Use

- **Essential Cookies** (Always Active)
 - Required for basic website functionality
 - Cannot be disabled
 - Do not store personal information

- Example: Session cookies for security purposes
- **Analytics Cookies**
 - Google Analytics cookies (_ga, _gid, _gat)
 - Used to understand website usage
 - Can be disabled through Cookie Yes preferences
 - Help us understand how visitors interact with our website
 - Track page views and traffic sources
- **Marketing Cookies**
 - Social media pixels (Twitter, Meta, LinkedIn)
 - Used for targeted advertising
 - Disabled by default, require explicit consent
 - Track conversions and user behavior
 - Enable retargeting advertisements
- **Preference Cookies**
 - Store your cookie consent preferences
 - Remember language settings
 - Functionality preferences
 - User interface customization

Third-Party Analytics and Tracking

We use the following third-party services:

- **Google Analytics**
 - Purpose: Website analytics and user behaviour tracking
 - Data collected: Usage patterns, device information, location data
 - Processing location: United States
 - Retention period: 26 months
 - For more information about how Google uses your personal information, please visit [Google Analytics' Privacy Policy](#). To learn more about how to opt-out of Google Analytics' use of your personal information, please click [here](#).
- **Social Media Pixels**
 - Platforms: Twitter, Meta, LinkedIn
 - Purpose: Advertisement targeting and conversion tracking
 - Data collected: Website usage, conversion events
 - Processing locations: United States, EU
 - Retention: Varies by platform
 - Individual privacy policies apply

Your Cookie Choices

You can manage your cookie preferences through:

- Our Cookie Yes consent banner
- Your browser settings
- Individual opt-out mechanisms provided by third-party services

To modify your cookie settings at any time, click the "Cookie Settings" button in the website footer.

Who We Share Data With

We may share your Data with the following groups of people for the following reasons:

- Our employees, agents, and/or professional advisors - to respond to any feedback you send us, if you've asked us to;
- Relevant authorities - to prevent fraud or other crime, if we are required to do so by law - for example, by court order;
- Third-party service providers - who provide services such as website analytics, data analysis, email delivery, hosting services, customer service, and marketing assistance;
- Professional advisers - including lawyers, bankers, auditors, and insurers;
- Regulators and other authorities - who require reporting of processing activities in certain circumstances; and
- Third parties to whom we may choose to sell, transfer, or merge parts of our business or our assets.

Aspects of our services may be hosted on or interact with the blockchain. Where you use aspects of the Website or our services that are hosted on or interact with the blockchain, Data about your interactions and/or transactions will be provided to the applicable blockchain network and may be accessible to third parties due to the nature of the blockchain protocol.

International Data Transfers

All Data processed by us may be transferred, processed, and stored anywhere in the world, including, but not limited to, the United States or other countries, which may have data protection laws that are different from the laws where you live. These countries may or may not have adequate data protection laws as defined by the data protection authority in your country.

If we transfer personal information from the European Economic Area, Switzerland, and/or the United Kingdom to a country that does not provide an adequate level of protection under applicable data protection laws, one of the safeguards we may use to support such transfer is the EU Standard Contractual Clauses. For more information about the safeguards we use for international transfers of your personal information, please contact us as set forth below.

Adequacy Decisions and Safeguards

When transferring data outside the EU/UK/Cayman Islands, we rely on:

- EU Commission adequacy decisions
- Standard Contractual Clauses
- UK International Data Transfer Agreements

Keeping Data Secure

We will use technical and organizational measures to safeguard your Data, for example:

- Access to your account is controlled by a password and a username that is unique to you;
- We store your Data on secure servers;
- Payment details are encrypted using SSL technology;
- We use firewalls and other security measures to protect our systems;
- We regularly review and update our security measures;
- We restrict access to your personal data to those employees who need to know it.

Technical and organizational measures include measures to deal with any suspected data breach. If you suspect any misuse or loss or unauthorized access to your Data, please let us know immediately by contacting us via this email address: legal@gobob.xyz

Data Retention

Unless a longer retention period is required or permitted by law, we will only hold your Data on our systems for the period necessary to fulfil the purposes outlined in this privacy policy or until you request that the Data be deleted.

Children's Personal Information

The Website is not directed to children under 16 (or other age as required by local law), and we do not knowingly collect Data from children.

If you are a parent or guardian and believe your child has uploaded Data to the Website in violation of applicable law, you may contact us as described in this policy.

Your Privacy Rights

In accordance with applicable law, you may have the right to the following in relation to your Data:

- **For All Users**

- Right to access - request copies of your personal data
- Right to rectification - request corrections to inaccurate data
- Right to erasure - request deletion of personal data
- Right to restrict processing - limit how we use your data
- Right to data portability - receive your data in a structured format
- Right to object - object to processing of your personal data
- Right to withdraw consent
- **For EU/UK Residents**
 - All rights listed above
 - Right to lodge a complaint with supervisory authorities
 - Additional protections under GDPR/UK GDPR

To make enquiries, exercise any of your rights set out above, or withdraw your consent to the processing of your Data (where consent is our legal basis for processing your Data), please contact us via this e-mail address: legal@gobob.xyz

Only you, or someone legally authorized to act on your behalf in certain jurisdictions, may make a request to exercise the rights listed above regarding your Data. If your Data is subject to a law that allows an authorized agent to act on your behalf in exercising your privacy rights and you wish to designate an authorized agent, please provide written authorization signed by you and your designated agent using the information found in “Contact Us” below and ask us for additional instructions.

To protect your privacy, we will take steps to verify your identity before fulfilling requests submitted under applicable privacy laws. These steps may involve asking you to provide sufficient information that allows us to reasonably verify you are the person about whom we collected Data or an authorized representative.

Some laws may allow you to appeal our decision if we decline to process your request. If applicable laws grant you an appeal right, and you would like to appeal our decision with respect to your request, you may do so by informing us of this and providing us with information supporting your appeal.

If you are not satisfied with the way a complaint you make in relation to your Data is handled by us, you may be able to refer your complaint to the relevant data protection authority if you believe our processing of your Data violates applicable law:

- EU: [Your local data protection authority](#)
- UK: [Information Commissioner's Office \(ICO\)](#)
- Cayman Islands: Ombudsman's Office

It is important that the Data we hold about you is accurate and current. Please keep us informed if your Data changes during the period for which we hold it.

Links to Other Websites

This Website may, from time to time, provide links to other websites. We have no control over such websites and are not responsible for the content of these websites. This privacy policy does not extend to your use of such websites. You are advised to read the privacy policy or statement of other websites prior to using them.

Changes of Business Ownership and Control

BOB Foundation may, from time to time, expand or reduce our business and this may involve the sale and/or the transfer of control of all or part of BOB Foundation. Data provided by Users will, where it is relevant to any part of our business so transferred, be transferred along with that part and the new owner or newly controlling party will, under the terms of this privacy policy, be permitted to use the Data for the purposes for which it was originally supplied to us.

We may also disclose Data to a prospective purchaser of our business or any part of it.

General

If any court or competent authority finds that any provision of this privacy policy (or part of any provision) is invalid, illegal, or unenforceable, that provision or part-provision will, to the extent required, be deemed to be deleted, and the validity and enforceability of the other provisions of this privacy policy will not be affected.

Unless otherwise agreed, no delay, act or omission by a party in exercising any right or remedy will be deemed a waiver of that, or any other, right or remedy.

This Agreement will be governed by and interpreted according to the law of the Cayman Islands. All disputes arising under the Agreement will be subject to the exclusive jurisdiction of the Cayman Islands courts.

Changes to this Privacy Policy

BOB Foundation reserves the right to change this privacy policy as we may deem necessary from time to time or as may be required by law. Any changes will be immediately posted on the Website.

Contact Us

Questions, comments and requests to exercise your rights regarding this privacy policy are welcomed and should be addressed to us at: legal@gobob.xyz.