

Privacy Policy

Last Updated: September 18, 2026

BETA Enterprises LLC, doing business as BETA (“BETA,” “we,” “us,” or “our”), respects your privacy and is committed to being transparent about how we collect, use, and protect information about you.

This Privacy Policy describes how we handle personal information when you visit **LeadWithBeta.com** or other websites, pages, programs, or online services operated by BETA that link to this Privacy Policy (collectively, the “Services”).

1. Information We Collect

Depending on how you interact with BETA, we may collect the following categories of information.

Information You Provide to Us

We may collect information that you voluntarily provide, including:

- your name;
- email address;
- telephone number, if provided;
- professional or organizational affiliation;
- job title or professional interests;
- information you provide when registering for an event, program, newsletter, or other BETA offering;
- information submitted when you express interest in contributing to BETA, participating in BETA Labs, appearing on a podcast, speaking at an event, or otherwise working with us;
- communications, questions, feedback, or other information you send to us; and
- any other information you choose to provide.

Please do not submit sensitive personal information through the website unless we specifically request it and explain why it is needed.

Information Collected Automatically

When you visit our website, we and our service providers may automatically collect certain technical and usage information, such as:

- IP address;
- browser and device type;
- operating system;
- pages viewed and links clicked;
- referring website;
- approximate geographic location derived from your IP address;
- date and time of access; and
- information about how you interact with the website.

We may collect this information through cookies, pixels, analytics technologies, server logs, and similar technologies.

2. How We Use Personal Information

We may use personal information to:

- provide, operate, maintain, and improve the Services;
- communicate with you and respond to your questions or requests;

- provide newsletters, announcements, and other communications you request;
- administer BETA programs, events, initiatives, and opportunities;
- evaluate and respond to requests to contribute, collaborate, speak, participate, or partner with BETA;
- develop and understand interest in BETA Paths, BETA Labs, podcasts, events, educational content, and other offerings;
- analyze website usage and improve website performance and user experience;
- maintain the security and integrity of our website and systems;
- detect, investigate, and prevent fraud, misuse, security incidents, or other harmful activity;
- comply with applicable laws and legal obligations; and
- establish, exercise, or defend legal rights.

We may also use information for other purposes that we explain when the information is collected or with your consent.

3. Communications

If you sign up to receive newsletters, updates, event information, or other promotional communications from BETA, we may use your contact information to send those communications.

You may unsubscribe from marketing emails at any time by using the unsubscribe link included in the communication. We may still send non-promotional communications when appropriate, such as communications relating to an event or program for which you registered.

4. Cookies and Analytics

BETA and its service providers may use cookies and similar technologies to operate the website, remember preferences, understand how visitors use the website, measure website performance, and improve the Services.

Some browsers and devices allow you to control or block cookies through your browser settings. Disabling certain cookies may affect the functionality of the website.

Where required by applicable law, we will obtain consent before using non-essential cookies or similar technologies.

5. How We Disclose Personal Information

We may disclose personal information to:

Service Providers. We may use third parties to provide website hosting, analytics, communications, event management, email delivery, technology, security, and other services on our behalf.

Professional Advisers. We may disclose information to attorneys, accountants, consultants, insurers, and other professional advisers when reasonably necessary.

Business and Program Partners. If you choose to participate in an event, program, collaboration, or other activity involving another organization, we may disclose information as reasonably necessary to administer that activity. We will provide additional information where appropriate.

Legal and Safety Purposes. We may disclose information if we reasonably believe disclosure is necessary to comply with law, regulation, legal process, or governmental request; protect the rights, property, or safety of BETA or others; investigate suspected

misconduct; or protect the security and integrity of our Services.

Organizational Transactions. If BETA undergoes a merger, restructuring, financing, acquisition, transfer of assets, or similar organizational transaction, personal information may be disclosed or transferred in connection with that transaction.

We may also disclose information at your direction or with your consent.

BETA does not sell personal information for money. If our practices change in a manner that is considered a “sale,” “sharing,” or use for targeted advertising under applicable privacy law, we will update our disclosures and provide any legally required choices.

6. Third-Party Websites and Services

The Services may contain links to websites, social media platforms, event platforms, podcasts, videos, resources, or other services operated by third parties.

BETA does not control the privacy practices of those third parties. Information you provide directly to a third party is governed by that third party's privacy policy, and we encourage you to review the applicable privacy terms before providing personal information.

7. Data Retention

We retain personal information for as long as reasonably necessary for the purposes described in this Privacy Policy, including to provide the Services, maintain appropriate business records, comply with legal obligations, resolve disputes, and enforce agreements.

Retention periods may vary depending on the type of information, the reason it was collected, and applicable legal requirements.

8. Data Security

We use reasonable administrative, technical, and organizational measures designed to protect personal information against unauthorized access, loss, misuse, alteration, or disclosure.

No method of transmission over the Internet or method of electronic storage is completely secure, however, and we cannot guarantee absolute security.

9. Your Privacy Choices and Rights

Depending on where you live, applicable privacy laws may provide you with certain rights concerning your personal information. These may include the right to:

- request access to personal information we maintain about you;
- request correction of inaccurate personal information;
- request deletion of certain personal information;
- obtain a copy of certain personal information;
- object to or restrict certain processing;
- withdraw consent where processing is based on consent; and
- opt out of certain uses or disclosures of personal information where applicable.

These rights are subject to applicable law and may not apply in every circumstance.

To submit a privacy request, please contact us using the information in the **Contact Us** section below. We may take reasonable steps to verify your identity before fulfilling a request.

We will not discriminate against you for exercising privacy rights provided by applicable law.

10. Children's Privacy

The Services are intended for adults and are not directed to children under the age of 18. BETA does not knowingly collect personal information from children through the Services. If we learn that we have collected personal information from a child, we will take reasonable steps to delete the information.

11. Visitors Outside the United States

BETA Enterprises LLC is based in the United States. If you access the Services from another country, your personal information may be transferred to, stored in, or processed in the United States or other jurisdictions where BETA or its service providers operate.

Those jurisdictions may have privacy laws that differ from the laws of your country. Where required by applicable law, BETA will use appropriate safeguards for international transfers of personal information.

12. Changes to This Privacy Policy

We may update this Privacy Policy periodically to reflect changes to our Services, information practices, technology, or legal requirements.

When we make changes, we will update the “Last Updated” date at the top of this Privacy Policy. If changes materially affect how we handle personal information, we may provide additional notice where appropriate or required by law.

13. Contact Us

If you have questions about this Privacy Policy, BETA's privacy practices, or would like to submit a privacy request, please contact us at:

BETA Enterprises LLC

d/b/a BETA

Email: Privacy@LeadwithBETA.com

Website: LeadWithBeta.com