

BeZoned Product Privacy Policy

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1. Who We Are

Company Name	BeZoned ApS
Address:	Stellavej 12, DK-2630 Taastrup
CVR:	44624206
Phone:	+45 20 99 78 98
Email:	privacy@bezoned.com
Website	https://bezoned.com/
Data Protection Officer (DPO):	Peter Sørensen

2. Introduction

Your privacy is important to us. This privacy statement explains

- The personal data BeZoned processes
- How BeZoned processes it
- The purposes for processing personal data, and
- The legal base for processing personal data

BeZoned offers a Virtual Office solution used to help hybrid and remote teams worldwide stay connected, aligned, and productive. References to BeZoned in this statement include BeZoned services, websites, apps, software, and servers.

This policy is intended for business customers and their authorized users and is compliant with the General Data Protection Regulation (EU) 2016/679 ("GDPR"), The California Consumer Privacy Act (CCPA), effective January 1st, 2020, and the California Privacy Rights Act (CPRA), effective January 1st, 2023.

In the event of a conflict between this BeZoned privacy statement and the terms of any agreement(s) between a customer and BeZoned, the terms of those agreement(s) will control.

3. Who is the Data Controller?

In most cases, your organization (the customer) acts as the data controller for any personal data processed through BeZoned. BeZoned acts as the data processor, processing data on your instructions as per our Data Processing Agreement (DPA).

4. What personal data do we process?

BeZoned collects data from you, through our interactions with you and through our BeZoned application. You provide some of this data directly, and we get some of it by collecting data about your interactions, use, and experiences with the BeZoned application. The data we collect depends on the context of your interactions with BeZoned and the choices you make, including your privacy settings and the features you use. We also obtain data about you from third parties.

You have choices when it comes to the technology you use and the data you share. When we ask you to provide personal data, you will have the opportunity to decline. However, some personal data are required for you to use the BeZoned application. If you choose not to provide the data required, you cannot use the application. Likewise, where we need to collect personal data by law or to enter into or carry out a contract with you, and you do not provide the data, we will not be able to enter into the contract; or – if you are already using the BeZoned application – we may have to suspend or cancel such contract.

When a customer tries, purchases, uses, or subscribes to the BeZoned application, or obtains support for or professional services with such product, BeZoned receives data from you and collects and generates data to provide the service (including improving, securing, and updating the service), conduct our business operations, and communicate with the customer. For example:

- When a customer engages with a BeZoned sales representative, we collect the customer's name and contact data, along with information about the customer's organization, to support that engagement.
- When a customer interacts with a BeZoned support professional, we collect device- and usage data or error reports to diagnose and resolve problems.
- When a customer pays for product, we collect contact and payment data to process the payment.
- When BeZoned sends communications to a customer, we use data to personalize the content of the communication.
- When a customer engages with BeZoned for professional services, we collect the name and contact data of the customer's designated point of contact and use information provided by the customer to perform the services that the customer has requested.

Where providing the data is optional, and you choose not to share personal data, features such as personalization that use such data will not work for you.

BeZoned is an add-in to Microsoft Teams and cannot operate without a valid Microsoft Teams license. Most data files reside in Microsoft Teams. Additionally, functions such as access control, data storage, security, and backup along are all managed by Microsoft in Microsoft Teams. The table below illustrates where data is processed.

Data	Processed by BeZoned	Processed by Microsoft Teams
User profile data, including <ul style="list-style-type: none"> • Name • Email address • Microsoft 365 user credentials • Profile photo 	X	X
Usage Data, including <ul style="list-style-type: none"> • Product interactions (clicks, actions) • Timestamps and log data • Feature usage statistics • Location¹⁾ 	X	
Communication Data, including <ul style="list-style-type: none"> • Messages, notes, comments, or files shared via Microsoft Teams (where applicable and permitted) • Metadata about those communications 	X	X
Support Data, including <ul style="list-style-type: none"> • Information submitted through support tickets or chat 	X	
Data files including <ul style="list-style-type: none"> • Documents • Spread sheets • Meeting recordings • Files generated by Co-pilot • Digital whiteboard drawings • Planners • Other files based on apps provided by Microsoft or Microsoft partners 		X

¹⁾ You can share your location with individuals or groups within BeZoned. Sharing location is done manually to let team colleagues know if you are working from the office, from home or from somewhere else. Sharing is not mandatory, and the system operates normally if you decline to share.

Data processed by BeZoned resides in the EU. Data processed by Microsoft Teams is subject to [Microsoft's Privacy Policy](#).

5. How do we use personal data?

BeZoned uses the data we collect to provide you with rich, interactive experiences. In particular, we use data to:

- Provide our product, including delivering features and functions, updating, securing, and troubleshooting. It also includes sharing data when it is required to provide the service or carry out the transactions you request.
- Provide technical and user support
- Maintain, improve and develop our product.
- Improve product performance and usability
- Personalize our product and make recommendations.
- Authenticate users via Microsoft Teams
- Comply with legal obligations
- Advertise and market to you, which includes sending promotional communications, targeting advertising, and presenting you with relevant offers. We do not use your data for marketing without your explicit consent.

We also use the data to operate our business, which includes analyzing our performance, meeting our legal obligations, developing our workforce and doing research.

In carrying out these purposes, we combine data we collect from different contexts (for example, from your use of the BeZoned application) or obtain from third parties to give you a more seamless, consistent and personalized experience, to make informed business decisions, and for other legitimate purposes. Such data will be anonymized.

Our processing of personal data for these purposes includes both automated and manual (human) methods of processing. Our automated methods are often related to and supported by our manual methods. For example, to build, train, and improve the accuracy of our automated methods of processing (including artificial intelligence or AI), we manually review some of the output produced by the automated methods against the underlying data.

As part of our efforts to improve and develop our product, we may use your data to develop and train our AI models.

6. What is BeZoned's legal base for processing?

For the EU, processing activities are based on the General Data Protection Regulation (EU) 2016/679 ("GDPR"), specifically;

- Article 6(1)(b) – performance of a contract (e.g., providing the product)
- Article 6(1)(f) – legitimate interests (e.g., securing the product, product analytics)
- Article 6(1)(c) – compliance with legal obligations
- Article 6(1)(a) – consent (where applicable)

For the US, processing activities are based on The California Consumer Privacy Act (CCPA), effective January 1st, 2020, and the California Privacy Rights Act (CPRA), effective January 1st, 2023.

7. Why do we share personal data?

We share your personal data with your consent or to complete any transaction or provide any product you have requested or authorized. We also share data with vendors working on our behalf; when required by law or to respond to legal process; to maintain the security of our product; and to protect the rights and property of BeZoned, its partners and customers.

8. How do I access and control my personal data?

You can exercise your data protection rights by contacting BeZoned. In some cases, your ability to access or control your personal data will be limited, as required or permitted by applicable law.

You have the right to:

- Access your personal data
- Rectify inaccuracies
- Request deletion ("right to be forgotten")
- Object to or restrict processing
- Data portability
- Lodge a complaint with a supervisory authority

If you want to access or control personal data processed by BeZoned, you can always contact BeZoned by sending an e-mail to privacy@bezoned.com

9. What should I be aware of as an end user?

The BeZoned application is likely provided by your employer or your school. This organization can:

- Control and administer your BeZoned application, including controlling privacy-related settings of the application.
- Access and process your data, including the interaction data, diagnostic data, and the contents of your communications and files associated with your BeZoned application and product accounts.
- Note that most of your data is stored in Microsoft Teams. Please see [Microsoft's Privacy Statement](#) for further information.

When your organization provides you with access to the BeZoned application, your use of the application is subject to your organization's policies, if any. You should direct your privacy enquiries, including any requests to exercise your data protection rights, to your organization's administrator. BeZoned is not responsible for the privacy or security practices of our customers, which may differ from those set forth in this privacy statement.

BeZoned's processing of your personal data is governed by an End User License Agreement accepted by your organization. BeZoned processes your personal data to provide the product to your organization and you, and in some cases for BeZoned's business operations related to providing the product. If you have questions about BeZoned's processing of your personal data in connection with BeZoned providing its product to your organization, please contact your organization. If you have questions about BeZoned's business operations in connection with providing its product to your organization, please contact BeZoned by e-mail on privacy@bezoned.com.

10. How long do we keep data?

We store personal data only as long as necessary to fulfill the purposes above or comply with legal obligations. When data is no longer required, we delete or anonymize it.

Generally, we keep data for as long as

- The customer account is active
- It is required to fulfill contractual or legal obligations
- It is required to resolve disputes or enforce agreements

Upon termination, data is deleted or anonymized within 90 days, unless otherwise required by law.

11. Data Processing Agreement

This privacy policy is supplemented by our [Data Processing Agreement (DPA)], which governs our role as a processor under GDPR.

