

Privacy Policy

How BILI collects, uses, protects, and shares information across our creator commerce platform.

Privacy Policy

BILI Social International Inc. and its affiliated operating companies, including BILI Social Inc. and BILI Inc. (collectively, "BILI," "Because I Love It," "we," "us," or "our"), provide creator marketing, social commerce, storefront, campaign, and AI-assisted content tools for creators, brands, shoppers, and business partners.

This Privacy Policy explains how we collect, use, disclose, and protect information when you visit our websites, use BILI Base, BILI Boost, creator storefronts, campaign tools, brand portals, investor pages, contact forms, or other services that link to this Policy.

1. Information We Collect

We collect information that you provide directly, information generated through your use of our services, and information received from business partners, service providers, and publicly available sources.

- **Account and profile information:** name, username, email address, phone number, password credentials, creator profile, store information, business details, and account preferences.
- **Creator and campaign information:** social handles, audience and content categories, campaign applications, approvals, uploaded videos, product images, proposal documents, AI video briefs, campaign performance data, collaboration status, and communications with brands or BILI staff.
- **Brand and business information:** company name, contact details, product or service information, campaign goals, budget ranges, target audience, product assets, and related business communications.

- **Commerce and transaction information:** product listings, storefront activity, cart and order information, shipping details, tax region, payment status, refunds, commissions, and related fulfillment records. Payment card information is handled by payment processors and is not stored by BILI in full card form.
- **Device, usage, and analytics information:** IP address, browser type, device identifiers, pages viewed, referring URLs, log data, approximate location, cookie identifiers, and interaction data.
- **AI-assisted workflow information:** prompts, campaign inputs, generated proposals, generated briefs, product or brand descriptions, images, videos, and review notes used to operate or improve AI-assisted features.

2. How We Use Information

We use information to operate, personalize, secure, and improve our creator-led commerce platform and related business services.

- To create and manage creator, store, brand, and staff accounts.
- To match creators and brands for relevant campaigns and partnership opportunities.
- To process campaign applications, approvals, uploaded content, proposals, and campaign deliverables.
- To operate storefronts, product listings, ordering, tax calculation, commissions, fulfillment, and customer support workflows.
- To generate, review, and improve AI-assisted recommendations, proposals, creative briefs, content concepts, and campaign analytics.
- To send administrative messages, service updates, campaign notifications, investor communications, and responses to inquiries.
- To detect fraud, prevent abuse, secure accounts, debug technical issues, and enforce our terms and policies.

- To comply with legal, tax, accounting, public company, regulatory, and recordkeeping obligations.

3. AI-Assisted Features

BILI uses AI-enabled tools to support creator matching, campaign planning, proposal generation, video brief generation, content review, and performance analysis. We may use campaign inputs, uploaded assets, creator profile information, public social information, and interaction data to produce recommendations or draft outputs.

AI-generated outputs should be reviewed by a human before publication, contractual use, or advertising distribution. We do not intentionally use sensitive personal information to make automated decisions with legal or similarly significant effects without appropriate notice or consent where required by law.

4. Cookies and Similar Technologies

We use cookies, pixels, local storage, and similar technologies to keep users signed in, remember preferences, measure website performance, understand traffic, improve user experience, and support marketing and analytics. You can control cookies through your browser settings, but some features may not function correctly without them.

5. How We Share Information

We do not sell personal information in the traditional sense. We may share information as needed to operate our services and business.

- **With creators, brands, and stores:** to support campaign applications, approvals, collaboration, storefronts, product promotion, and performance reporting.
- **With service providers:** hosting, cloud storage, payment processing, tax calculation, shipping, analytics, email delivery, customer support, security, and AI infrastructure providers.

- **With business partners:** fulfillment partners, campaign partners, marketing partners, and other parties involved in a creator commerce or brand campaign workflow.
- **For legal and safety reasons:** when required by law, subpoena, regulatory request, tax authority, public company reporting obligation, or to protect rights, safety, security, and platform integrity.
- **In a corporate transaction:** as part of a merger, acquisition, financing, restructuring, sale of assets, or similar business transaction.

6. Public Creator and Store Content

Creator profiles, storefronts, product pages, campaign content, videos, social handles, display names, and other promotional materials may be visible to brands, shoppers, users, or the public depending on how the service is configured. Please avoid uploading content that you do not have the right to share.

7. Data Retention

We retain information for as long as needed to provide services, maintain accurate business records, support dispute resolution, comply with legal, tax, accounting, and regulatory obligations, and protect our platform. Retention periods vary based on account status, campaign status, transaction records, legal requirements, and operational needs.

8. Security

We use administrative, technical, and organizational safeguards designed to protect information against unauthorized access, misuse, loss, alteration, and disclosure. No method of transmission or storage is completely secure, and we cannot guarantee absolute security.

9. International Data Transfers

BILI operates across the United States, Canada, and other regions where creators, brands, service providers, or infrastructure partners may be

located. Your information may be processed in jurisdictions that have different privacy laws than your place of residence.

10. Your Choices and Rights

Depending on your location, you may have rights to access, correct, delete, export, or restrict certain uses of your personal information. You may also have the right to object to certain processing or withdraw consent where processing is based on consent.

To make a privacy request, contact us at info@becauseiloveit.com. We may need to verify your identity and account relationship before responding.

11. Children

Our services are not directed to children under 13, and we do not knowingly collect personal information from children under 13. If you believe a child has provided personal information to us, please contact us so we can take appropriate action.

12. Third-Party Links and Platforms

Our services may link to third-party websites, social platforms, payment processors, shipping providers, analytics providers, or brand partner sites. Their privacy practices are governed by their own policies, not this Privacy Policy.

13. Changes to This Policy

We may update this Privacy Policy from time to time. If we make material changes, we will update the effective date and may provide additional notice through the website or services.

14. Contact Us

If you have questions about this Privacy Policy or our privacy practices,
please contact:

BILI Social International Inc.

625 Broad Street, Suite 240

Newark, NJ 07102

Email: info@becauseiloveit.com