

## **MyDeez Privacy Policy**

MyDeez Technologies Ltd. (“we”, “us” or “MyDeez”) respects your right to privacy. Your ability to make informed choices about the use of your information is important to us. This privacy policy (the “**Privacy Policy**”) explains our policy regarding the collection, use, disclosure and protection of Personal Information we receive. If not otherwise defined in this Privacy Policy, capitalized terms have the meaning given to them in our Terms for End Users, which you may read at <http://mydeez.co> (the “**Terms**”).

If you have any questions about our privacy practices, please refer to the end of this Privacy Policy for information on how to contact us.

### **Information MyDeez Collects About You**

1. In General. An account is automatically created for you the first time you use the Services. You may further complete your account information by providing us specified information such as your name, phone number, e-mail address, mailing address. Some of this information is personal information. “**Personal Information**” means information that can be directly associated with a specific person. We also collect Personal Information when you contact us for any reason.
2. Information End Users and Companies Provide about themselves. We may collect and store any Personal Information you enter or upload on the Website and/or Services or provide to us in some other manner. This includes identifying information, such as your name, email address, your likeness, files uploaded by you, we also may request information about your interests and activities, your gender and age, and other demographic information. You understand and agree that the scope of the information we collect may vary according to the information requested from you by the Companies.
3. Information Companies provide about End Users. We may also collect and store Personal Information about End Users that our customers (the Companies) provide to us by entering or uploading such information on the Website or providing to us in some other manner.
4. Use of Cookies and Other Technologies to Collect Information. We use various technologies to collect information from your computer/device and about your activities on the Website.
5. Information Collected Automatically. We automatically collect information from your device and/or browser when you use or visit the Website. This information includes IP address, your browser type and language, access times, operating system, mobile device the content of any undeleted cookies that your browser previously accepted from us and the referring website address. We may use such information to update your details on the Website and/or the Services.
6. Information regarding Your Location. We may, after receiving your consent by responding to a notification sent to you, collect information regarding your GPS-based geographic location. Such geographic information will only be collected whilst the Website is running.
7. Cookies. When you visit the Website, we may assign your computer/device one or more cookies, to facilitate access to the Website and to personalize your online experience. Through the use of a cookie, we also may automatically collect information about your online activity on the Website, such as the web pages you visit, the links you click, and the searches you conduct on the Website.

Most browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies. If you choose to decline cookies, please note that you may not be able to sign in or use some of the interactive features offered on the Website.

8. Other Technologies. We use a unique technology to remember your details so MyDeez can pre-fill forms on the Website for you next time you visit one of our customers and wish to register to receive their product or service by using our Website/Services. We also may use standard internet technology, such as web beacons and other similar technologies, to track your use of the Website. We also may include web beacons in promotional email messages or newsletters to determine whether messages have been opened and acted upon. The information we obtain in this manner enables us to customize the services we offer visitors to the Website to deliver targeted advertisements and to measure the overall effectiveness of our online advertising, content, programming or other activities.
9. Information Collected by Third-Parties. We may allow third-parties, including our authorized service providers, advertising companies, and ad networks, to display advertisements on the Website. These companies may use tracking technologies, such as cookies, to collect information about users who view or interact with their advertisements. This information allows them to deliver targeted advertisements and gauge their effectiveness.

### **How We Use the Information We Collect**

In General. We may use information that we collect about you to:

1. Deliver and update with respect to any changes made in your End User details and/or information to the Companies, in accordance with the products and services that you have requested from such Companies;
2. Manage your Account and provide you with customer support;
3. Perform research and analysis about your use of, or interest in, our products, services, or content, or products, services or content offered by others;
4. Communicate with you by email, postal mail and/or by other ways about products or services that may be of interest to You either from Us, or other third parties;
5. Develop and display content and advertising tailored to your interests on the Website and other sites or applications;
6. Diagnose problems with our servers, to make MyDeez more useful, or to customize MyDeez and personalize its content for you;
7. Enforce our Terms;
8. Manage our business; and
9. Perform functions as otherwise described to you at the time of collection.

Please review "Your Choices About Collection and Use of Your Information" below.

### **With Whom We Share Your Information**

We want you to understand when and with whom we may share personal or other information we have collected about you or your activities on the Website or while using our Services.

Personal information. We do not share your Personal Information with others except as indicated below or when we inform you and give you an opportunity to opt out of having your Personal Information shared. We may share Personal Information with:

1. Companies: We will share your Personal Information with the Companies which are our clients and with whom we partner in order to send them the Personal Information you have agreed to provide them in order to obtain their products or services. In addition, we may at the request of the Companies, transfer on their behalf and responsibility your Personal Information to their authorized third-parties service providers. Please note that we do not control the privacy practices of those Companies or of their authorized service providers. If you wish to no longer allow the Companies to use your information, please contact the Companies in question directly.
2. Other users: If you provide your consent to the same, we may share your Personal Information with other individuals who have requested to receive your Personal Information by means of the Service.
3. Members of Our Corporate Family or Authorized Service Providers: We may share your Personal Information with members of our corporate family or our authorized service providers that perform certain services on our behalf. These services may include fulfilling orders, providing customer service and marketing assistance, performing business and sales analysis, supporting the Website functionality, and supporting contests, sweepstakes, surveys and other features offered through the Website. These service providers may have access to Personal Information needed to perform their functions but are not permitted to share or use such information for any other purposes. We will require members of our corporate family and authorized service providers to follow practices that protect your privacy rights on a level at least as restrictive as the practices described in this Privacy Policy.
4. Direct Mail Partners. From time to time we may share our postal mailing list with selected providers of goods and services that may be of interest to you.
5. Other Situations. We also may disclose your Personal Information:
  - In response to a subpoena or similar investigative demand, a court order, or a request for cooperation from law enforcement or other government agency; to establish or exercise our legal rights; to defend against legal claims; or as otherwise required by law. In such cases, we may raise or waive any legal objection or right available to us, in our sole discretion.
  - When we believe disclosure is appropriate in connection with efforts to investigate, prevent, report or take other action regarding illegal activity, suspected fraud or other wrongdoing; to protect and defend the rights, property or safety of MyDeez, our users, our employees, or others; to comply with applicable law or cooperate with law enforcement; or to enforce the Terms or other agreements or policies.
  - In connection with a substantial corporate transaction, such as the sale of our business, a divestiture, merger, consolidation, or asset sale, or in the unlikely event of bankruptcy.

- We may use subcontractors that are located in countries other than your own including the United-States and send them information we receive. All our subcontractors will be subject to non-disclosure and non-use obligations. Nevertheless, some countries may have levels of protection of personal and other information which are not as high as in your country of residence or business.

Any third parties to whom we may disclose Personal Information may have their own privacy policies which describe how they use and disclose Personal Information. Those policies will govern use, handling and disclosure of your Personal Information once we have shared it with those third parties as described in this Privacy Policy. If you want to learn more about their privacy practices, we encourage you to visit the websites of those third parties.

Aggregated information. We may share aggregated information we collect under any of the above circumstances. We may combine any information we collect with additional personal and non-Personal Information collected from other sources. We also may share aggregated information with third parties, including advisors, advertisers and investors, for, inter alia, the purpose of conducting general business analysis.

By analyzing all information we receive, including all information concerning users, we may compile statistical information across a variety of users ("**Statistical Information**"). Statistical Information helps understand trends and user needs so that new products and services can be considered and so existing products and services can be tailored to user desires. Statistical Information does not indicate individuals' identities, and we will not link Statistical Information to any Personal Information. We may share Statistical Information with our partners, without restriction, on commercial terms that we can determine in our sole discretion. We also use a tool called "Google Analytics" to collect information about the use of the Website and/or Services. Google Analytics collects information such as how often users visit this Website and/or Services, what pages they visit when they do so, and what other sites they used prior to coming to this Website and/or Services. Google Analytics collects only the IP address assigned to you on the date you visit the Website and/or Services, rather than your name or other identifying information. We do not combine the information collected through the use of Google Analytics with personally identifiable information. We use the information we get from Google Analytics only to improve our Website and Services. Google's ability to use and share information collected by Google Analytics about your visits to this Website is restricted by the Google Analytics Terms of Use located at <http://www.google.com/analytics/terms/us.html> and the Google Privacy Policy located at <http://www.google.com/policies/privacy/>.

### **Third-Party Sites**

There are number of places on the Website or through our Services where you may click on a link to access other websites that do not operate under this Privacy Policy. For example, if you click on an advertisement, a third party's content or a search result on the Website, you may be taken to a website that we do not control. These third-party websites may independently solicit and collect information, including Personal Information, from you and, in some instances, provide us with information about your activities on those

websites. We recommend that you consult the privacy statements of all third-party websites you visit by clicking on the "privacy" link typically located at the bottom of the webpage you are visiting.

### **Your Choices About Collection and Use of Your Information**

It is your voluntary decision whether to provide us with any Personal Information, but if you refuse to provide such information we may not be able to register you to use the Website and/or Services or your use of the Website and/or Services may be limited.

We may send you email or other messages about us or our products and services. By accepting the Terms for the Website and/or Services (including the terms of this Privacy Policy which are incorporated therein) or using the Website and/or Services, you affirmatively consent to receive such commercial messages. As a registered user, you can remove your Personal Information from our mailing list and stop receiving future communication from us by following the unsubscribe link located at the bottom of each communication or by emailing us at [unsubscribe@mydeez.co](mailto:unsubscribe@mydeez.co) you will also be given the opportunity to unsubscribe from commercial messages in any such email or other message we send. Please note that we reserve the right to send you service related communications, including service announcements and administrative messages, relating either to your account or to your transactions on this site, without offering you the opportunity to opt out of receiving them unless you cancel your account.

### **How We Protect Your Personal Information**

We take generally accepted industry standards security measures (including physical, electronic and procedural measures) to help safeguard your Personal Information both during transmission and once we receive it from unauthorized access and disclosure. For example, only authorized employees are permitted to access Personal Information, and they may do so only for permitted business functions. However, you must realize that no method of transmission over the Internet or method of electronic storage is 100% secure. Therefore, we cannot guarantee its absolute security.

End Users and Companies should also take care with how they handle and disclose their Personal Information and should avoid sending Personal Information through insecure email.

We will delete any Personal Information provided to us by a user upon the receipt of a written request by such user. We cannot restore information that we have deleted.

### **No Rights of Third Parties**

This Privacy Policy does not create rights enforceable by third parties or require disclosure of any Personal Information relating to users of the website.

### **Children**

MyDeez does not knowingly collect Personal Information from children under the age of 14. In the event you become aware that an individual under the age of 14 has enrolled without parental permission, please advise us immediately.

### **Correcting or Updating your Information**

All End Users and/or Companies may review, update, correct, or delete the Personal Information in their account by making edits via the Website. If you would like us to delete your account in our system, please contact us at the email provided below with a request that we delete your Personal Information from our database. We will retain and use your Personal Information as necessary to comply with our legal obligations, resolve disputes and enforce our agreements.

### **Changes to This Privacy Policy**

We will occasionally update this Privacy Policy to reflect changes in our practices and services. When we post changes to this Privacy Policy, we will revise the "Last Updated" date at the bottom of this Privacy Policy. If we make any material changes in the way we collect, use, and/or share your Personal Information, we may notify you by sending an email to the email address You most recently provided us , and/or by sending a push notification or posting notice of the changes on the Website. By continuing to access or use the Service and Website after those changes become effective, you are agreeing to be bound by the revised terms. We recommend that you check the Website from time to time to inform yourself of any changes in this Privacy Policy or any of our other policies.

### **How to Contact Us**

If you have any questions about this Privacy Policy or our information-handling practices, or if you would like to request information about our disclosure of Personal Information to third parties for their direct marketing purposes, please contact Us by email as follows: [info@mydeez.co](mailto:info@mydeez.co).

*Last Updated: June 2016*