



ARTMATR, INC. WEBSITE PRIVACY POLICY ("Privacy Policy")

This Privacy Policy details how your PII (as defined below) is collected via the Website (as defined below) is used and processed by Artmatr, Inc. ("**ARTMATR**" OR "**WE**") IMPORTANT: BY VISITING ARTMATR'S WEBSITE AT ARTMATR.CO, ARTMATR.IO, ARTMATR.COM ("**WEBSITE**") YOU ("**YOU**") GIVE YOUR CONSENT TO THE TERMS AND CONDITIONS OF THIS PRIVACY POLICY AND CONSENT THAT CERTAIN PII (DEFINED BELOW) THAT YOU SUBMIT OR THAT IS PROCESSED, USED OR COLLECTED THROUGH OR IN CONNECTION WITH THE WEBSITE WILL BE PROCESSED BY ARTMATR AND ITS AFFILIATES IN THE MANNER AND FOR THE PURPOSES DESCRIBED IN THE FOLLOWING PRIVACY POLICY.

WE DEFINE "PII" TO MEAN ANY INFORMATION RELATING TO AN IDENTIFIED OR IDENTIFIABLE NATURAL PERSON; AN IDENTIFIABLE NATURAL PERSON IS ONE WHO CAN BE IDENTIFIED, DIRECTLY OR INDIRECTLY, IN PARTICULAR BY REFERENCE TO AN IDENTIFIER SUCH AS A NAME, AN IDENTIFICATION NUMBER, LOCATION DATA, AN ONLINE IDENTIFIER OR TO ONE OR MORE FACTORS SPECIFIC TO THE PHYSICAL, PHYSIOLOGICAL, GENETIC, MENTAL, ECONOMIC, CULTURAL OR SOCIAL IDENTITY OF THAT NATURAL PERSON.

YOU ARE NOT LEGALLY REQUIRED TO PROVIDE US WITH PII, HOWEVER, SOME USE OF THE WEBSITE REQUIRES THAT YOU PROVIDE PII. IF YOU CHOOSE TO WITHHOLD OR DELETE ANY PII REQUESTED BY US, IT WILL NOT BE POSSIBLE FOR YOU TO USE THE WEBSITE. IF YOU DO NOT AGREE TO THE TERMS AND CONDITIONS SET FORTH HEREIN PLEASE DO NOT USE THE WEBSITE.

We recognize that privacy is important. This Privacy Policy applies to all of the software, services, information, tools, features, data and functionality available on the Website and covers how PII that Artmatr collects and receives, including in respect of any use of the Website, is treated. If you have any questions about this Privacy Policy, please feel free to contact us at: info@artmatr.io.

SUMMARY

PII We Collect. In order to provide and improve our Website, we may collect information you provide and other information as detailed below. In addition, we may collect your PII from third parties, your device location data, your user information, communications you send us and aggregate data. We also automatically collect and record PII through your use of the Website, such as your IP address, cookie information, type of browser and technical information regarding the method and nature of your use of the Website.

How We Use Your PII. We use your PII for purposes such as providing you with, improving and operating our Website, to learn how to adjust and personalize your use of the Website, to understand the usage trends and preferences of our users and in order to protect the Website from threatening activities

Cookies and Web Beacons. Web beacons, tags and scripts may be used on our Website. These assist us in delivering cookies, counting visits to our Websites, understanding usage and campaign effectiveness. You can disable cookies but then your online experience on our Website will be limited.

Analytics: We collect analytics information when you use the Website to help us improve them. We may also share pseudonymized or aggregated data about your actions.

Links. The Website may contain links to other services, sites and applications that are subject to their own privacy and data protection policies.

Children. We do not intend to collect PII from anyone we know to be under 18 years old. If you believe that we might have collected such information, please contact us.

PII Sharing. We grant access to your PII to our affiliates, agent representatives, and third party providers. In addition, we may share your PII if required for the provision, maintenance and improvement of the Website; to satisfy applicable law; when permitted by you; to prevent fraud or harm; or in the event of a merger, acquisition or other structural change or form of sale of part or all of our assets.

PII Security. We follow generally accepted industry standards to protect against unauthorized access, alteration, disclosure or destruction of your PII, however we cannot guarantee its absolute security. We keep your PII only for as long as reasonably necessary to fulfill a legitimate business need or to comply with any applicable legal or ethical reporting or document retention requirements.

Data Integrity. We process PII only for the purposes for which it was collected and take reasonable steps to ensure that the PII we process is accurate, complete and current. However, we depend on you to rectify your PII when necessary.

Your Rights. At any time, you may contact us and request to exercise your rights in accordance with applicable law. For more details see Section 8 below.

Enforcement. We will cooperate with the appropriate regulatory authorities to resolve any formal written complaints regarding processing of PII that cannot be resolved between us and the complaining individual.

Consent to Processing and Transferring of PII. Your PII may be stored and processed in a country outside the country of your residence or from which you access the Website.

Do Not Track Notices. We do not respond to Do Not Track signals.

PII We Collect and How We Use It. In order to provide and improve our Website, for product development, to understand the usage trends and preferences of our users, for marketing and customer relations purposes, or for our business purposes, we may collect and process PII, including the following types of PII:

- 1.1. **Information You Provide.** For some of the features of the Website, we may ask you to provide PII through the Artmatr contact form, including your full

name and email address. We use this PII to connect with you when you reach out. When you send an email or other communication to Artmatr, we may retain those communications in order to process your inquiries, respond to your requests and improve our Website.

- 1.2. **Third Parties.** We sometimes supplement the information that you provide with information that is received from third parties.
 - 1.3. **User Information.** When you use the Website, we may automatically receive and record information from your device, documents and browser, including without limitation technical and behavioral information, information and statistics about your online/offline status, your IP address IP address, geolocation data (including country and city), device identifiers, internet service provider, connection speed, search history, type of browser, browser ID, device ID, cookie information, regional and language settings and software and hardware attributes, network status (WiFi/ cellular carrier), and operating system information. Our systems may automatically record and store technical information regarding the method and nature of your use of the Website, including without limitation which pages or widgets of the Website you viewed, exit and entrance pages, videos you watched, impressions, the number of views they get and any actions you make in the Website, and your use time. We use your IP address to help with server problem diagnosis and to administer the Website. An IP address is a numeric code that identifies your browser on a network, or in this case, the Internet. Your IP address is also used to gather broad demographic information. We may also perform IP lookups to determine which domain you are coming from (i.e.: aol.com, yourcompany.com) to more accurately gauge our users' demographics. We use all of the PII that we collect to understand the usage trends and preferences of our users, including recent visits to our Website and how you move around different sections of our Website for analytics purposes and in order to make our Website more intuitive.
 - 1.4. **Aggregate and Analytical Data.** In an ongoing effort to better understand and serve the users of the Website, we often conduct research on our customer demographics, interests and behavior, use of the Website, and other statistics, based on the PII, the information submitted on our Website and other information provided to us. This research may be compiled and analyzed on an aggregate basis, and we may share this aggregate data with our affiliates, agents and business partners and also disclose aggregated information in order to describe our Website to current and prospective business partners or investors and to other third parties for other lawful purposes. This aggregate information does not identify you or any other individual personally.
2. **Legal Justification For Processing.** By submitting your PII through the Website or otherwise engaging with us as described in this Privacy Policy, you acknowledge that we may collect, use, transfer, and disclose your PII as

described in this Privacy Policy. All PII will remain be processed for the stated purposes including without limitation:

Processing which is necessary for the performance of a contract to which you are a party or in order to take steps at the request of the data subject prior to entering a contract:

- carrying out our obligations arising from any contracts entered into between you and Artmatr and/or any contracts entered into with Artmatr and to provide you with the information, that you request from Artmatr;
- sending you contract-related communications;
- verifying and carrying out financial transactions.

Processing which is necessary for the purposes of the legitimate interests pursued by Artmatr providing an efficient and wide-ranging service to our customers:

- establishing a business relationship with you;
- answering queries sent by you and contacting you upon your request;
- security reasons.

Processing which is necessary for compliance with a legal obligation to which Artmatr is subject or for exercising and defending legal claims:

- compliance and audit purposes, such as meeting our reporting obligations in our various jurisdictions, anti-money laundering, tax related obligations, and for crime prevention and prosecution in so far as it relates to our staff, clients, service providers, facilities etc;
- if necessary, we will use PII to enforce our terms, policies and legal agreements, to comply with court orders and warrants and assist law enforcement agencies as required by law, to collect debts, to prevent fraud, infringements, identity thefts and any other service misuse, and to take any action in any legal dispute and proceeding.

3. **Cookies and Web Beacons.** In order to collect the data described herein we use temporary cookies that remain on your browser for a limited period of time. We also use persistent cookies that remain on your browser until it is closed, in order to manage and maintain the Website and record your use of the Website. Cookies by themselves cannot be used to discover the identity of the user. A cookie is a small piece of information which is sent to and stored on your browser. Cookies do not damage your browser. Most browsers allow you to block cookies but you may not be able to use some features on the Website if you block them. You may set most browsers to notify you if you receive a cookie (this enables you to decide if you want to accept it or not). We also use web beacons via the Website to collect information. Web beacons or "gifs", are electronic images that may be used in our Website or in our emails. We use Web beacons to deliver cookies, count visits and to tell if an email has been opened and acted upon.

4. **Links.** Links to third party services, widgets, features, sites and applications may be provided by Artmatr as a convenience to our users. Artmatr is not responsible for the privacy practices or the content of other sites and applications and you visit them at your own risk. This Privacy Policy applies solely to PII collected or used by us.
5. **Minors.** If you are a minor under the age of 18, you must obtain parental consent prior to using our Website. Artmatr will not knowingly contact or engage with children under the age of 18 without said parental consent and do not intentionally gather, collect/use or share PII from minors under the age of 18. If you have reason to believe that a child has provided us with their PII, please contact us at the address given above and we will endeavor to delete that PII from our databases.
6. **PII Sharing.** As part of providing the Website our affiliates, agents, representatives and third party providers may have access to your PII in the following circumstances: (a) when we process PII on behalf of our business customers, we share that information with them, in which event except for de-identified and aggregate information, which we control, we are merely the processors of your PII on behalf of our business customers who collect and process your PII. We require them to do so in accordance with applicable laws, but we do not control their actions and therefore you are advised to review their privacy policies; (b) as required for the provision, maintenance and improvement of the Website; (c) when permitted by you; (d) if we become involved in a reorganization, merger, consolidation, acquisition, or any form of sale of some or all of our assets, with any type of entity, whether public, private, foreign or local; and/or (e) to satisfy applicable law or prevention of fraud or harm, security or technical issues, or to enforce applicable agreements and/or their terms, including investigation of potential violations thereof or in response to a court order, judicial or administrative subpoena or warrant, or to otherwise cooperate with law enforcement investigations; (f) to ensure security and for purposes of debugging; and/or (g) to our affiliates or other trusted businesses or persons, agents, third party service providers, subcontractors and representatives for the purpose of processing PII on our behalf in Israel and/or abroad.
7. **PII Security and Retention.** We follow generally accepted industry standards. to protect against unauthorized access to or unauthorized alteration, disclosure or destruction of PII. However, no method of transmission over the Internet, or method of electronic storage, is 100% secure. Therefore, while we strive to use commercially acceptable means to protect your PII, we cannot guarantee its absolute security. We retain your PII only for as long as reasonably necessary for the purposes for which it was collected or to comply with any applicable legal or ethical reporting or document retention requirements.
8. **Data Integrity.** Artmatr processes PII only for the purposes for which it was collected or used and in accordance with this Privacy Policy or any applicable service agreements. We review our data collection, usage, storage and processing practices to ensure that we only collect, use, store and process the

PII needed to provide or improve our Website. We take reasonable steps to ensure that the PII we process is accurate, complete, and current, but we depend on our users to update or correct their PII whenever necessary. Nothing in this Privacy Policy is interpreted as an obligation to store PII, and we may, at our own discretion, delete or avoid from recording and storing any and all information.

9. **Your Rights.**

8.1. **Right of Access and Rectification.** You have the right to know what PII we collect about you and to ensure that such data is accurate and relevant for the purposes for which we collected it. We allow our users the option to access and obtain a copy of their PII and to rectify such PII if it is not accurate, complete or updated. However we may first ask you to provide us certain credentials to permit us to identify your PII.

8.2. **Right to Delete PII or Restrict Processing.** You have the right to delete your PII or restrict its processing. We may postpone or deny your request if your PII is in current use for the purposes for which it was collected or for other legitimate purposes such as compliance with legal obligations.

8.3. **Right to Withdraw Consent.** You have the right to withdraw your consent to the processing of your PII. Exercising this right will not affect the lawfulness of processing your PII based on your consent before its withdrawal.

8.4. **Right of Data Portability.** Where technically feasible, you have the right to ask to transfer your PII in accordance with your right to data portability.

You may exercise the above rights by sending a request to info@artmatr.io.

8.5. **Right to Lodge Complaint.** You also have the right to lodge a complaint with a data protection supervisory authority regarding the processing of your PII.

10. **Enforcement.** Artmatr regularly reviews its compliance with this Privacy Policy. Please feel free to direct any questions or concerns regarding this Privacy Policy or our treatment of PII by contacting us as provided above. When we receive formal written complaints it is Artmatr's policy to contact the complaining user regarding his or her concerns. We will cooperate with the appropriate regulatory authorities, including local data protection authorities, to resolve any complaints regarding the transfer of PII that cannot be resolved between Artmatr and an individual.

11. **Changes to This Privacy Policy.** Artmatr may update this Privacy Policy. We will notify you about significant changes in the way we treat PII by placing a prominent notice on the Website. We encourage you to periodically review this Privacy Policy for the latest information about our privacy practices.

12. **International Transfers.** By providing any PII to us pursuant to this Privacy Policy, all users, including, without limitation, users in the United States, Israel and member states of the European Union, fully understand and unambiguously consent to this Privacy Policy and to the collection, usage, and/or processing of such PII abroad. The server on which the Website is hosted and/or through which the Website is processed may be outside the country from which you

access the Website and may be outside your country of residence. Some of the uses and disclosures mentioned in this Privacy Policy may involve the transfer of your PII to various countries around the world that may have different levels of privacy protection than your country and may be transferred outside of the European Economic Area (EEA). If there is a transfer of your PII outside the EEA we will, in the absence of an EC Adequacy decision relevant to the destination country or to the transfer, seek to rely on appropriate safeguards such as appropriate EC approved standard contractual clauses (see http://ec.europa.eu/justice/data-protection/international-transfers/transfer/index_en.html) or other measures. By submitting your PII through the Website, you consent, acknowledge, and agree that we may collect, use, transfer, and disclose your PII as described in this Privacy Policy.

13. **Do Not Track Notices.** You are also advised that the Company does not respond to "Do Not Track" signals.
14. **Questions.** If you have any questions about this Privacy Policy or concerns about the way we process your PII, please contact us at info@artmatr.io. If you wish to delete all information regarding your use of the Website, please contact us at: info@artmatr.io.

Last Date Updated: 16.03.2023