

ARBOX Privacy Policy

Last Updated: January 1, 2018

1. General

- a. At Arbox Ltd. and its affiliates (referred to as “Arbox,” “us” or “we”), we recognize that your privacy is important and have implemented this version of our Privacy Policy (“**Privacy Policy**”).
- b. This Privacy Policy describes our policies on the collection, use, and disclosure of information in connection with your use of our website and mobile applications, as well as related products and services we may offer to you (collectively, the “**Services**”).
- c. Our Services may contain links to other websites. The information gathering and retention policies of those websites is governed by the privacy statements of such other websites. You should review the privacy statements of any such other websites to understand how those website's privacy policies apply to you.
- d. We reserve the right to change this Privacy Policy from time to time. We will notify you about significant changes in the way we treat personal information by sending a notice to the primary email address specified in your account, by placing a prominent notice on our site, and by updating any privacy information on this page. Your continued use of the Services after such modifications will constitute your acknowledgment of the modified Privacy Policy. It is your obligation to ensure that you read, understand and agree to the latest version of the Privacy Policy.
- e. When you access or use the Services, you agree to the terms and conditions of this Privacy Policy. If you do not agree to these terms and conditions, do not use the Services.
- f. The Services are not directed or targeted at children under the age of twelve (12), and we request that they do not provide Personal Information through the Services.
- g. Capitalized terms used herein are defined in Section 15 (Definitions).

2. Collected Information.

- a. We may collect information about you whenever you use the Services, for example (i) when you create an account on the Arbox App, we may ask for Personal Information such as your name, email, mailing address, social media account ID, and other information you may provide with your account; (ii) if you're a customer of one of our Customers, we collect information about you when you interact with their business through the Services. For example, if you initiate a transaction with the Customer through the Service, we may collect information about you, such as your name, email, credit card information, as well as any other information you provide in order to process the transaction. This information may be shared with third parties for the same purposes. We encrypt credit card numbers using industry standard technology. We may also collect other Personal Information at the request of the business you are transacting with; and (iii) if you're a Customer, we collect information about your business that is submitted to the Services under your account such

as your company name, address, phone number, email, credit card information (which will be stored by Rivhit - our supplier of internet based payment services), tax identification number, and other information about your business. We also collect Personal Information about your customers that they provide to the Services when they initiate a transaction with you.

- b. We may store information that your computer or mobile device provides to us in connection with your use of the Services, such as type of computer or mobile device, unique device identifier, IP Address, MAC address, device's operating system and physical location (including geolocation, beacon based location, and GPS location). You may disable our use of certain location data through your device or browser settings. We may also store usage data such as the date and time the application on your device accesses our servers, and what information and files have been downloaded to the application based on your device number.
- c. We may deploy and read identifiers (generally, strings of code) that we have associated with a browser, and we may collect mobile identifiers such as Apple IDFAs or Google Android Ad IDs. We generally use and share these identifiers to help tailor more relevant ads to you both on our properties and when you interact with other websites and mobile apps.
- d. We may receive information about you from other sources, such as public databases, strategic and joint marketing partners, social media platforms, people with whom you are friends or otherwise connected on social media platforms, as well as from other third parties.
- e. We may store your picture and other images which will be publicly accessible.
- f. We ask that you not send us, and you not disclose, any sensitive Personal Information (e.g. information related to racial or ethnic origin, political opinions, religion or other beliefs, biometrics or genetic characteristics, trade union membership or criminal background) on or through the Services or otherwise to us, except where explicitly requested.
- g. We currently use Rivhit for internet based payment services. We assume no liability regarding the collection, use, and disclosure of information in connection with the services provided by Rivhit.

3. *Use of Personal Information.*

- a. We may use your Personal Information: (i) to respond to your inquiries and fulfill your requests; (ii) to facilitate social sharing functionality; (iii) to complete and fulfill your interactions with the Customer's business through the Services, for example, to process your payments, communicate with you and provide you with related customer service; (iv) to send you marketing communications that we believe may be of interest to you; (v) to share with other marketers and permit them to send you marketing communications, consistent with your choices; (vi) to send administrative information to you, for example, information regarding our services and changes to our terms, conditions, and policies; (vii) to present products and offers tailored to you; (viii) to share it in social networks in order to facilitate targeted marketing and other offers; (ix) to allow you to participate in promotions and to administer these activities; (ix) for our business purposes, such as data analysis, audits,

fraud monitoring and prevention, developing new products and services, enhancing, improving or modifying our products and services, identifying usage trends, determining the effectiveness of our promotional campaigns and operating and expanding our business activities.

- b. In addition we may use your Personal Information as we believe to be necessary or appropriate: (i) under applicable law, including laws outside your country of residence; (ii) to comply with legal process; (iii) to respond to requests from public and government authorities including public and government authorities outside your country of residence; (iv) to enforce our terms and conditions; (v) to protect our operations or those of any of our affiliates; (vi) to protect our rights, privacy, safety or property, and/or that of our affiliates, you or others; and (vii) to allow us to pursue available remedies or limit the damages that we may sustain
- c. Our mobile applications may also send push notifications to your mobile device. If you have previously consented to receiving push notifications and no longer wish to receive them, you can also turn push notifications off at the device level. Said applications may also request access to your device's calendar application, camera, photo album and microphone. If you have previously allowed access to your device's calendar and no longer wish to allow access, you may edit the application settings at the device level.

4. *Disclosure of Information.*

a. Personal Information

We may disclose your Personal Information: (i) to our strategic partners and third-party service providers who provide services such as website hosting, data analysis, payment processing services, order fulfillment, information technology and related infrastructure provision, customer service, email delivery, credit card processing, auditing and other similar services; (ii) to our affiliates for the purposes described in this Privacy Policy; (iii) to our Customers if you are an End User and are using our Services to interact with that Customer; (iv) to third parties to permit them (or their own customers) to send you marketing communications, consistent with your choices; (v) to third-party sponsors of sweepstakes, contests and similar promotions; (vi) by you, on message boards, chat, profile pages and blogs and other services to which you are able to post information and materials; (vii) to your friends associated with your social media account, to other users of the Services and as well as to your social media account provider, in connection with your social sharing activity; (viii) for legal purposes described in the section below titled "Legal Disclosure".

b. Other Information

Please note that we may use and disclose Other Information for any purpose, except where we are required to do otherwise under applicable law. If we are required to treat Other Information as Personal Information under applicable law, then we may use it for all the purposes for which we use and disclose Personal Information. In some instances, we may combine Other Information with Personal Information (such as combining your name with your

geographical location). If we combine any Other Information with Personal Information, we will treat the combined information as Personal Information.

5. *Updates; Opt-Out.*

- a. If you would like to access, review, correct, update, suppress, or remove Personal Information that has been previously provided by you, you may contact us by logging into your account and making the appropriate changes or by emailing our customer support at support@arboxapp.com. In your request, please make clear what Personal Information you would like to have changed or removed from our database. For your protection, we may only implement requests with respect to the Personal Information associated with the particular email address that you use to send us your request, and we may need to verify your identity before implementing your request.
- b. Please note that we may need to retain certain information for recordkeeping purposes and/or to complete any transactions that you began prior to requesting such change or deletion. There may also be residual information that will remain within our databases and other records, which will not be removed.
- c. If you are a customer of one of our Customers and would no longer like to be contacted by one of our Customers, or would like to access, correct, amend, or delete inaccurate Personal Information held by a Customer, you must contact the Customer directly.
- d. Information you provide may be used by Arbox for marketing purposes, including but not limited to, one-off promotional e-mailing, direct mail, and sales contacts. You may opt-out from: (i) receiving electronic communications from us. If you no longer want to receive marketing-related emails from us on a going-forward basis, you may opt-out of receiving these marketing-related emails by sending a request for list removal to support@arboxapp.com. If you provide your information to Arbox, at any time you can opt-out, which will allow you to save your information with us, but we will not use your information for marketing purposes; (ii) our sharing of your Personal Information with unaffiliated third parties for their (or their customers') direct marketing purposes. If you would prefer that we do not share your Personal Information on a going-forward basis with unaffiliated third parties for their direct marketing purposes, you may opt-out of this sharing by emailing support@arboxapp.com from the email that you have signed up or used in receiving the Services.
- e. We will try to comply with your request(s) as soon as reasonably practicable. Please also note that if you do opt-out of receiving marketing-related emails from us, we may still send you messages for administrative or other purposes directly relating to your use of the Services, and you cannot opt-out from receiving those messages.

6. *Tracking and Advertising.*

- a. We and our third party service providers may collect Other Information in a variety of ways. We and/or our third party partners may employ various tracking technologies, such as cookies, web beacons and analytics software,

that help us better manage content on the Services by informing us what content is effective.

b. Web Beacons

We (or third party data or ad networks we work with) may use web beacons alone or in conjunction with cookies to compile information about our Services, or Other Information we or they have collected. “Web Beacons” (also known as pixel tags) are graphic objects that are embedded in a web page or email and are usually invisible to the user but allow checking that a user has viewed the page or email. Web Beacons may be used within the Services to track email open rates, web page visits or form submissions. In some cases, we tie the information gathered by Web Beacons to our Customers’ and End Users’ Personal Information. For example, we use clear gifs in our HTML-based emails to let us know which emails have been opened by recipients. This allows us to gauge the effectiveness of certain communications and the effectiveness of our marketing campaigns. Web Beacons are also deployed by third parties, in connection with Cookies, to serve interest-based (and other) advertising, as described in the below section titled “Advertising Networks”.

c. Cookies

When you visit our website or otherwise interact with the Services we (or third party data or ad networks we work with) may send one or more cookies to your computer or other devices. “Cookies” are alphanumeric identifiers stored on your computer through your web browser and are used by most websites to help personalize your web experience. Some cookies may facilitate additional site features for enhanced performance and functionality such as remembering preferences, allowing social interactions, analyzing usage for site optimization, providing custom content, allowing third parties to provide social sharing tools, and serving images or videos from third party websites. Some features on this site will not function if you do not allow cookies. We may link the information we store in cookies to any Personal Information you submit while on our site.

We may use both session ID cookies and persistent cookies. A session ID cookie expires when you close your browser. A persistent cookie remains on your hard drive for an extended period of time. Persistent cookies enable us to track and target the interest of our users to enhance the experience on our site. If you do not want information collected through the use of cookies, there is a simple procedure in most browsers that allows you to automatically decline cookies, or be given the choice of declining or accepting the transfer to your computer of a particular cookie (or cookies) from a particular site. If you reject cookies, you may still use our site, but some features on the site will not function properly.

Functional cookies, persistent and session type, store information to enable core site functionality, such as Live Chat and Client ID remembrance.

Analytics cookies allow us to count page visits and traffic sources so we can measure and improve the performance of our site and our marketing campaigns.

Advertising cookies may be set through our website by our advertising partners. Data may be collected by these companies that enable them to serve up advertisements on other sites that are relevant to your interests.

d. Do Not Track Signals

We do not respond to browser ‘do not track’ signals.

e. Analytics Software

We and our third party tracking-utility partners use log files on the Services to gather certain information automatically and store it for analytical purposes. This information includes internet protocol (“IP”) addresses, browser type, internet service provider (ISP), referring/exit pages, operating system, date/time stamp, and clickstream data. We use Google Analytics and Google Fabric, which use cookies and other, similar technologies to collect and analyze information about use of the Services and report on activities and trends. This service may also collect information regarding the use of other websites, apps and online resources. You can opt out of them by downloading the appropriate Google opt-out browser add-ons.

We use this information to track and aggregate Other Information to analyze trends, administer the site, track users’ movements around the Services and to gather demographic information about our user base in the aggregate.

f. Advertising Networks

We may partner with third party data or ad network(s) and other service providers to show you relevant ads (whether for our products or those of other companies), including ads displayed on the Services and on other companies’ websites or apps, on any of your devices. We and our service providers may use Cookies and Web Beacons to deploy and read cookie identifiers and Mobile Ad IDs, associated with your activities on the Services, third party web sites, mobile apps or other information we collect, to provide you targeted advertising based upon your interests. They may also use these technologies, along with activity information they collect, to recognize you across the devices you use, such as a mobile device and a laptop or other computer. These ad networks and their customers may also use any of this information to measure ad performance, understand their (or our) audience, or otherwise improve and enhance their marketing.

Similarly, we or a third party data partner may associate Cookies with hashed (non-human readable) versions of your registration data (e.g., your email address), along with other interest-based or demographic data. You can learn more about or opt out of this type of advertising through the links in the following paragraph.

Apple Devices: If you have an Apple device, you can opt out of most cross-app advertising by updating to iOS 6.0 or higher and setting Limit Ad Tracking to ‘ON.’ You can do this by clicking on Settings > General > About > Advertising, and toggling Limit Ad Tracking to ‘ON.’

Android Devices: If you have an Android device, you can opt out of most cross-app advertising by clicking on Google Settings > Ads, and selecting the option to opt-out of interest-based ads.

Please note that these platforms control how these settings work, so the above instructions may change. Likewise, if your device uses other platforms not described above, please check the settings for those devices.

g. **Social Media Features and Widgets**

The Services includes social media features such as the Facebook Like button, and widgets, such as the Share This button or interactive mini-programs that run on our Website. These features may collect your IP address, which page you are visiting on our Website, and may set a cookie to enable the feature to function properly. Social media features and widgets are either hosted by a third party or hosted directly on our Website. Your interactions with these features are governed by the privacy policy of the company providing it.

7. Public Message Boards, Blogs, and Forums.

Our Services may offer publicly accessible message boards, blogs, and community forums. Please keep in mind that if you directly disclose Personal Information through our public message boards, blogs, or forums, this information may be collected and used by others. To request removal of your Personal Information from our blog or community forum, contact us at support@arboxapp.com. In some cases, we may not be able to remove your Personal Information or some content (if, for example, it is reposted by another user), in which case we will let you know if we are unable to do so and why.

8. Testimonials, Ratings and Reviews.

- a. If you submit testimonials, ratings or reviews to the Services, any Personal Information you include will be displayed in the Service. If you want your testimonial removed, please contact us at support@arboxapp.com.
- b. We also partner with third-party service providers to collect and display ratings and review content on our web site. If the content collected by a third party for display includes Personal Information, it will not be posted unless consent is provided by the individual.

9. Legal Disclosure.

We reserve the right to disclose Personal Information that we believe to be necessary or appropriate in the following circumstances: (i) as required by law, including laws outside your country of residence, such as to comply with a subpoena, or similar legal process; (ii) when we believe in good faith that disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud, or respond to a government request including a request from authorities outside your country of residence; (iii) to enforce our terms and conditions; (iv) to allow us to pursue available remedies or limit the damage we may sustain; (v) if we are involved in a merger, acquisition, or sale of all or a portion of our assets, you will be notified via email and/or a prominent notice within the software and/or on our website of any change in ownership or uses of your Personal Information, as well as any choices you may have regarding your Personal Information.

10. Links to Other Websites.

- a. This Privacy Policy does not address, and we are not responsible for, the privacy, information or other practices of any third parties, including our

Customers and any third party operating any third party offering, site or other products and services used in connection with the Services. The inclusion of a link does not imply endorsement of the linked site or service by us or by our affiliates.

- b. Please note that we are not responsible for the collection, usage and disclosure policies and practices (including the data security practices) of other organizations, such as Facebook, Apple, Google, Microsoft, RIM or any other app developer, app provider, social media platform provider, operating system provider, wireless service provider or device manufacturer, including any Personal Information you disclose to other organizations through or in connection with the Services.

11. Data Retention.

We will retain your Personal Information for as long as needed to provide the applicable Services you use, unless a longer retention period is required or permitted by law.

12. Security of Your Information.

The security of Personal Information is a high priority at Arbox. We maintain our Services and all associated data with technical, administrative and physical safeguards to protect against loss, unauthorized access, destruction, misuse, modification and improper disclosure. Unfortunately, no data transmission or storage system can be guaranteed to be 100% secure. If you have any questions about the security of your interaction with us (if, for example, you feel that the security of any account you might have with us has been compromised), you can contact us at support@arboxapp.com.

13. Cross-Border Transfer.

The Services are controlled and operated by us from the State of Israel, and is not intended to subject us to the laws or jurisdiction of any state, country or territory other than that of the State of Israel. Your Personal Information may be stored and processed in any country where we have facilities or in which we engage service providers, and by using the Services you consent to the transfer of information to countries outside of your country of residence, which may have different data protection rules than those of your country.

14. Contact Us.

If you have any questions regarding this Privacy Policy you can contact us via email at: info@arboxapp.com, or via postal mail at: Kineret 5, Bnei Barak, Israel

15. Definitions.

The following terms will have the meanings indicated below.

- a. “**End User**” means any individual who interacts with the Services, including users of our mobile applications, and individuals who interact with our Customers through the Services.
- b. “**Other Information**” is any information that does not reveal your specific identity or does not directly relate to an individual, such as browser and device information, app usage data, information collected through cookies, pixel tags

and other technologies, demographic information and other information provided by you, and aggregated information.

- c. **“Personal Information”** is information that identifies you as an individual or relates to an identifiable person, such as name, postal address, profile picture, telephone number, email address, credit card number, personal training and exercise routine, and social media account ID. It does not include strings of code such as browser cookie IDs.
- d. **“Customer”** is any business or entity that subscribes to (or otherwise accesses or uses) our Services.