

## Ariga - Website Privacy Policy

Last Revised: April 14, 2022

Ariga Technologies LTD., and its affiliates (“Ariga”, “we”, “our” or “us”) respects the privacy of users (“User” or “you”) of its websites at <https://ariga.io/> and <https://atlasgo.io/> and their subdomains (collectively, the “Site(s)”) and our social media pages such as our Facebook, LinkedIn, Discord, GitHub and Twitter pages (collectively, “Social Media”), and is committed to protect the personal information that our Users share with us. We believe that you have a right to know our practices regarding the information we may collect and use when you visit and/or use our Sites and Social Media. Please read the following carefully to understand our views and practices regarding your personal information and how we will treat it.

Capitalized terms which are not defined herein, shall have the meaning ascribed to them in our Terms of Use at <https://ariga.io/legal/tos> (the “Terms of Use”), into which this Privacy Policy is incorporated by reference.

### 1. Who we are

In this policy, references to Ariga, or to the “Company”, “we”, “ours” or “us” are to Ariga Technologies LTD. and its affiliates, which is a registered company in the state of Israel, having its principal office at 28 Beit Hillel Street, Tel Aviv, 6701728, Israel. Individuals wishing to contact us about data protection issues may do so by writing to us at the above address or by emailing us at [privacy@ariga.io](mailto:privacy@ariga.io).

### 2. Your Consent (PLEASE READ CAREFULLY!)

BY ENTERING, ACCESSING OR USING THE SITE AND/OR BY PROVIDING PERSONAL INFORMATION TO US VIA OUR SOCIAL MEDIA, YOU AGREE TO THE TERMS AND CONDITIONS SET FORTH IN THIS PRIVACY POLICY (THE “PRIVACY POLICY”), INCLUDING TO THE COLLECTION AND PROCESSING OF YOUR PERSONAL INFORMATION (AS DEFINED BELOW). IF YOU DISAGREE TO ANY TERM PROVIDED HEREIN, YOU MAY NOT ACCESS OR USE THE SITE AND YOU SHOULD NOT PROVIDE US WITH ANY PERSONAL INFORMATION VIA SOCIAL MEDIA.

FOR AVOIDANCE OF DOUBT, YOU HEREBY CONSENT TO THE COLLECTION, PROCESSING, TRANSFER AND USE OF YOUR PERSONAL INFORMATION. YOU ALSO ACKNOWLEDGE AND CONFIRM THAT YOU ARE NOT REQUIRED TO PROVIDE US WITH YOUR PERSONAL INFORMATION AND THAT SUCH INFORMATION IS *VOLUNTARILY* PROVIDED TO US.

### 3. Which information we may collect on our Users?

We may collect two types of data and information from our Users:

- 3.1. Non-identifiable and anonymous information (“Non-personal Information”). **We are not aware of the identity of the User from whom we have collected the Non-personal Information.** Non-Personal Information is any unconcealed information which does not enable identification of an individual User, and which is available to us while such User is entering into and/or using the Site. You may access and browse the Site without disclosing personal information, although, like most websites and online services, we passively collect certain Non-Personal Information from your devices when you access and browse our Site, including: (i) technical information such as the type and version of your device and its operating system, the type of browser, screen resolution, device browser and keyboard language, Wi-Fi connectivity and the type and name of your device and/or browser, etc.; and (ii) behavioral information which may include the User’s click-stream on the Site, the activities of the User on the Site and additional information of a similar nature (collectively, “Technical and Behavioral Information”). We also use third-party service providers, such as Google Analytics, to obtain detailed analytics on the User’s behavior on the Site.

Please note that we or our third-party service providers will collect such Technical and Behavioral Information by using certain technologies such as cookies, as further detailed below.

- 3.2. Personally identifiable information (“Personal Information”). **This information may identify an individual or may be of a private and/or sensitive nature.**

#### 3.2.1. Personal Information which is provided consciously and voluntarily:

- Communications with Ariga: Personal Information is collected from the details the Users provide as part of any communications with Ariga, by any means, including by e-mail, telephone, Social Media or otherwise. Such Personal Information may include your name and contact details and any other information which you may voluntarily provide to us.

- Our newsletter and other commercial materials: you may voluntarily provide us with your contact details in order to subscribe to our newsletter and to receive commercial materials from Ariga and our partners.
- Opening an Account: in order to download, install, access and/or use our proprietary software and/or in order to purchase related services, you may be required to open an account via the Site. Personal Information is collected from the details the Users provide in the Account registration form, which include, *inter alia*, name (including username), country, telephone number and company name. Additional information may be requested in the future.
- Payments: when purchasing a license to use our paid services, you will have the option to use certain Online Payment Processors which will require you to fill out a billing form wherein you will be required to provide to such Online Payment Processors certain Personal Information (such as, a credit card number and other related billing information) (see Section 6 below regarding the payment method). We will not store such information on our servers. We only keep token information such Online Payment Processors provide us with (and where applicable, the last four digits of your credit card number), and such information is strictly secured.

### 3.2.2. Personal Information collected via technology:

- Identifiers: during your use of the Site, we will access, collect, process, monitor and/or remotely store online identifiers, such as Internet Protocol (IP) address, AD-ID or other unique identifiers, for the purpose of providing you with targeted advertising and for statistical and metric purposes.
- Geolocation data: while using the Site we will access, collect, process, monitor and/or remotely store "geolocation data", including through the collection of IP addresses and other similar information to determine your general location for analytics and security purposes.
- Technical and Behavioral Information: to the extent that the Technical and Behavioral Information detailed above under Section 3.1 will be linked to or associated with a specific individual then such information will be considered as Personal Information.

### 3.3. Please note:

- We may cross-reference Personal Information with other Personal Information we have about you and any Non-personal Information connected or linked to or associated with any Personal Information shall be deemed as Personal Information as long as such connection, linkage or association exists.
- We may use third-party tracking services and usage logs, to track and analyze data from Users of the Site and Social Media and for purposes of security and fraud prevention. We may also use cookies and other tracking technologies to gather information regarding your use of the Site and the information for which you searched and accessed.

## **4. How Do We Collect Information about Our Users?**

There are a few main methods that we use in order to collect information:

- 4.1. **We collect information through your entry and use of the Site.** In other words, when you are using the Site we are aware of it and may gather, collect and store the information relating to such usage. For example, when you use the Site, we gather your Technical and Behavioral Information.
- 4.2. **We collect information which you decide to provide us voluntarily.** For example, we collect Personal Information when you communicate with us over the phone, via Social Media, etc.

We may gather, collect and store such information either independently or through the help of our authorized third-party service providers as detailed below.

## **5. What are the Purposes of the Collection of Information?**

### 5.1. Non-personal Information is collected in order to:

- Use it for statistical and research purposes and for customization and improvement of our Site and/or Social Media.
- Enhance the User's experience while using the Site and/or Social Media.
- Keep the Site safe and secured and for prevention of fraud.

### 5.2. Personal Information is collected in order to:

- Enable the operation of the Site and/or Social Media.
- Respond to your inquiry.
- Ensure that the content on the Site is presented in an optimal way for you and for your device (e.g. tablet, mobile phone).
- Display ads and send you offers. We may also use your Personal Information in delivering third party advertisements to you. This may include "targeted ads" based upon your interactions with our Site and Social Media.
- Send you by email, SMS, phone, through web-browser notification or through the post updates, notices, announcements, and additional information related to Ariga and Ariga's products and services.
- Conduct internal operations, including troubleshooting, data analysis, testing, research and statistical purposes.
- Email tracking – we may use tracking technology within the email we may send you in order to improve interactions with you and to better understand whether our emails were opened and read, and such tracking may include capturing the time and date in which you opened our email messages and the type of device you use to open such emails.
- Keep the Site safe and secured and for prevention of fraud and crime.
- Comply with our legal obligations and in order to be able to protect our rights and legitimate interests, including in order to improve the Site and/or Social Media.
- Maintain our data processing records and general administrative purposes.

## **6. Payment**

We accept certain online payment methods, using our Online Payment Processors, which enable Users to send and receive payments securely online using a credit card or bank account. We may add or change the Online Payment Processors at our sole discretion. Ariga is not affiliated with such Online Payment Processors (for more information see our TOU), as each is an independent contractor, and neither is the agent or employee of the other, and neither is responsible in any way for the actions or performance (or lack thereof) of the other. The use of the Online Payment Processors is at the User's discretion and sole liability and risk. It is the User's responsibility to abide by all the terms specified by the Online Payment Processors in their terms of use and privacy policies, including but not limited to any age restrictions specified therein. You acknowledge that you are fully assuming the risks of conducting any transactions via the Online Payment Processors.

## **7. Cookies**

When you access or use the Site, we and/or our third party service providers may use industry-wide technologies such as cookies, web beacons, pixels, clear gifs and other similar tools (or other similar technologies) (collectively, "**Cookies**") which may enable us, amongst others, to recognize your device from those of other Users of the Site, to improve the Site's performance, to deliver a better and more personalized service according to our Users' individual interests and the device or browser used, to track Users' use of the Site, to gather information about the Users' approximate geographic location (*e.g.* city), to prevent fraud and/or abuse, to estimate our audience size and usage pattern and perform other analytics, to develop our Site and to serve targeted advertisements.

Cookies may locally store certain Technical and Behavioral information and other Personal Information on your device and we and/or our authorized third party service providers may access such information for the purposes detailed under this Privacy Policy. We and/or our authorized third party service providers may use both session Cookies (which expire once you close the web-browser) and persistent Cookies (which stay on the User's device until he/she deletes them).

Most devices and browsers will allow you to erase Cookies from your device's hard drive, block acceptance of Cookies, or receive a warning before a Cookie is stored on your device. However, if you block or erase Cookies, your experience of the Site may be limited.

For detailed instructions regarding the blocking of Cookies, please refer to your browser's 'help', 'tool' or 'edit' sections or see <http://www.allaboutcookies.org/manage-cookies/>. Below are links to instructions regarding the blocking of Cookies on commonly used web-browsers: [Chrome](#), [Internet Explorer and Microsoft Edge](#), [Mozilla Firefox](#) and [Safari](#).

It is possible to opt-out of having your browsing activity within the Site recorded by performance cookies. Please note that we use Google Analytics as our service provider in order to track Users' activities on the Site, including by use such services' persistent cookies. Google provides a browser-add on which allows users to opt-out of Google Analytics across all websites, which can be downloaded here: <https://tools.google.com/dlpage/gaoptout>.

You can opt out of receiving interest-based advertising on your device by visiting the following sites: [www.aboutads.info/choices/](http://www.aboutads.info/choices/), [www.networkadvertising.org/choices/](http://www.networkadvertising.org/choices/) and [preferences-mgr.truste.com/](http://preferences-mgr.truste.com/). If you wish to opt out of receiving interest-based advertising on your mobile device, please see the advertising preferences information on [support.apple.com](http://support.apple.com) for iOS devices or [support.google.com](http://support.google.com) for Android devices.

## **8. Sharing Information with Third Parties**

- 8.1. Ariga respects your privacy and will not disclose, share, rent, or sell your Personal Information to any third party, other than as permitted under this Privacy Policy.
- 8.2. In addition to using the information collected by us for the purposes described under Section 4 above, we may also share your information in the following cases:
  - **Service Providers:** Note, that we collect, hold and/or manage Personal Information through Ariga's authorized third parties vendors of certain products or services (such as, cloud services) (including, as applicable, their affiliates) solely and limited to providing us with such requested services, and not for any other purposes. Such vendors may be located in a country that does not have the same data protection laws as your jurisdiction. For more information regarding our Service Providers, please refer to Section 12 below.
  - **In addition, we may share Personal Information in the following cases:** (a) to satisfy any applicable law, regulation, legal process, subpoena or governmental request; (b) to enforce this Privacy Policy and/or the Terms of Use, including investigation of potential violations thereof, and to defend against any claims or demands asserted against us by you or on your behalf; (c) to detect, prevent, or otherwise address fraud, security or technical issues; (d) to respond to claims that contact information (e.g. name, e-mail address, etc.) of a third-party has been posted or transmitted without their consent or as a form of harassment; (e) to protect the rights, property, or personal safety of Ariga, its Users or the general public; (f) by virtue of undergoing any change in control, including by means of merger, acquisition or purchase of all or substantially all of the assets of Ariga, so long as such acquirer maintains the same privacy terms hereunder; or (g) pursuant to your explicit approval prior to the disclosure.

For avoidance of doubt, Ariga may use **Non-personal Information** and transfer and disclose it to third parties at its discretion, including without limitation for statistical, analytical and research purposes and for customization, developing and improvement of the Site.

## **9. Deletion or Modification of Personal Information**

Ariga acknowledges that applicable law may provide you with certain rights relating to your Personal Information, including the right to access, modify and/or delete Personal Information we collect and process about you. If you wish to access or to correct, amend, or delete Personal Information, please send us an email to: [privacy@ariga.io](mailto:privacy@ariga.io) and we will respond within a reasonable timeframe, but in any event no later than permitted by applicable law.

## **10. Minors**

The Site is intended for Users over the age of sixteen (16). Therefore, Ariga does not intend and does not knowingly collect Personal Information from children under this age. We reserve the right to request proof of age at any stage so that we can verify that minors under this age are not using the Site. If we learn that we collected Personal Information from minors under the age of sixteen (16) we will delete that information as quickly as possible. Please contact Ariga at [privacy@ariga.io](mailto:privacy@ariga.io) if you have reasons to suspect that Ariga collected Personal Information from minors under the age of sixteen (16) and we will delete that information as quickly as possible.

## **11. Security**

We take reasonable measures to maintain the security and integrity of our Site and prevent unauthorized access to it or use thereof through generally accepted industry standard technologies and internal procedures. Your Personal Information is hosted on third parties' servers, which provide advanced strict security standards (both physical and logical). Please note, however, that there are inherent risks in transmission of information over the Internet or other methods of electronic storage and we cannot guarantee that unauthorized access or use will

never occur. ARIGA SHALL NOT BE RESPONSIBLE OR LIABLE FOR UNAUTHORIZED ACCESS, HACKING, OR OTHER SECURITY INTRUSIONS OR FAILURE TO STORE OR THE THEFT, DELETION, CORRUPTION, DESTRUCTION, DAMAGE, OR LOSS OF ANY DATA OR INFORMATION.

## **12. Third Party Service Providers**

While using the Site we may be using third party service providers, who may collect, store and/or process the Personal Information detailed herein. Such third parties may be located in a country that does not have the same data protection laws as your jurisdiction. Ariga uses commercially reasonable efforts to engage with third parties that post a privacy policy governing their collection, processing and use of non-personal and personal information. Such third parties' software or services may include without limitation the following categories of service providers:

- Cloud Service Providers, such as AWS and Google Cloud;
- Analytics Services, such as Google Analytics;
- Integration Tools, such as Zapier;
- Productivity Tools, such as Google Workspace and Meta Workplace; and
- Publishing platforms, such as Revue.

Please read such third party service providers' terms of use and privacy policies to understand their privacy practices.

## **13. Links to Third Party Websites**

Certain links provided in the Site and Social Media permit Users to leave our Site and/or Social Media and enter non-Ariga sites or services. Those linked sites and services are provided solely as a convenience to you. Those linked sites and services are not under the control of Ariga and it is not responsible for the availability of such external sites or services, and does not endorse and is not responsible or liable for any content advertising, products, services or other information on or available from such linked sites and services or any link contained in a linked site or service. Ariga reserves the right to terminate any link at any time. You further acknowledge and agree that Ariga shall not be responsible or liable, directly or indirectly, for any damage or loss caused or alleged to be caused by or in connection with use of or reliance on any such content, goods or services available on or through any such linked sites or resource.

Most of such linked sites and services provide legal documents, including terms of use and privacy policy, governing the use thereof. It is always advisable to read such documents carefully before using those sites and services, inter alia, in order to know what kind of information they are collecting.

## **13. Social Features**

Our Site may include social media features, such as Facebook, Twitter, and LinkedIn links ("**Social Features**"). The Social Features are operated or allow for social integration with certain third party social networks or third party Sites ("**Social Network**"). These Social Networks are created and maintained by third parties who are not affiliated with and/or controlled by Ariga. If you enable this integration with such Social Networks, your use of the Social Features is subject to the applicable third party Social Network's terms of use and privacy policies. You should ensure that you read their terms of use and privacy policies to understand how they treat your information and in order to understand the methods for changing the privacy or sharing settings on such services. If you do not agree to the practices described in such terms you should not allow the Site to interact with such Social Networks, however you may find that you are not able to enjoy all the features that may be made available via the Site. You understand that where you allow interaction with any third party Social Network, we may share data about you with your contacts (and *vice versa*) in order that you may enjoy social elements. This data may include, *inter alia*, your name and your social media profile picture. By using the Social Features, you hereby agree and understand that the applicable Social Networks may collect certain Personal Information, such as your IP address, Non-personal Information and may set cookies and/or other web tracking technologies to enable the functionality of the Social Features. The use of such features enables the sharing of information with your friends or the public, depending on the *settings* you establish with the third party that provides the Social Features. You hereby understand and agree that when you share content from Social Networks, your content may become public and others may re-post-it.

## **14. International Data Transfer**

We may transfer information collected about you, including Personal Information, to affiliated entities, or to other third party service providers (as provided herein) across borders and from your country or jurisdiction to other countries or jurisdictions around the world. Please note that we may transfer such information to a country

and jurisdiction that does not have the same data protection laws as your jurisdiction, and you consent to such transfer of information. Any transfer of data will be in accordance with the safeguards permitted under applicable privacy laws.

#### **15. Direct Marketing**

You hereby agree that we may use your contact details you provided us with (including, without limitation, e-mail address) for the purpose of providing you commercial and/or non-commercial materials related to our current and/or future activities and/or products. You may withdraw your consent by sending a written notice to Ariga e-mail address that appears in the Site or alternatively follow the instructions for removing yourself from the mailing list which are available in the message transmitted to you.

#### **16. Changes to the Privacy Policy**

The terms of this Privacy Policy will govern the use of the Site and any information collected therein or via the Social Media. Ariga reserves the right to change this policy at any time, so please re-visit this page frequently. We will provide notice of substantial changes of this policy on the homepage of the Site and/or we will send you an e-mail regarding such changes to the e-mail address that you may have provided us with. Such substantial changes will take effect seven (7) days after such notice was provided on our Site or sent by e-mail, whichever is the earlier. Otherwise, all other changes to this Privacy Policy are effective as of the stated “Last Revised” date and your continued use of the Site after the Last Revised date will constitute acceptance of, and agreement to be bound by, those changes. In the event that the Terms should be amended to comply with any legal requirements, the amendments may take effect immediately, or as required by law and without any prior notice.

#### **17. Got any Questions?**

If you have any questions (or comments) concerning this Privacy Policy, you are most welcome to send us an email to the following address: [privacy@ariga.io](mailto:privacy@ariga.io) and we will make an effort to reply within a reasonable timeframe.

\*\*\*