

Privacy Policy

We at Arti D2 Ltd. ("**Arti**") recognize and respect the importance of maintaining the privacy of our customers and users of our services.

This Privacy Notice describes the types of information we collect from:

- Visitors to our website ("**Site**");
- Users of our real-time augmented reality content creation software ("**Software**") in connection with a company that is one of our customers ("**Customer**"), including through our mobile application;
- Users of our Creators Platform ("**Platform**");
- Individuals we may meet at events or conferences.

This Privacy Notice also explains how we collect, process, transfer, store and disclose the information collected, as well as your ability to control certain uses of the collected information.

If you are an individual located in the European Union ("**EU Individual**"), some additional terms and rights may apply to you, as detailed herein. Arti is the data controller in respect of the processing activities outlined in this Privacy Notice. If you are using the Software in connection with an Arti Customer, for example, if you are an employee of our Customer, the applicable Customer serves as an independent controller of your Personal Data.

Our registered office is Harakevet 50, Tel-Aviv and our registration number is 515984144. We have appointed Prighter as our privacy representative and your point of contact in the EU and the UK. If you want to make use of your privacy rights, please contact us at legal@arti.tv or visit: <https://prighter.com/q/12678657>.

"**Personal Data**" means any information that refers, is related to, or is associated with an identified or identifiable individual or as otherwise may be defined by applicable law. This Privacy Notice details which Personal Data is collected by us in connection with provision of the Site, Software, and Platform.

Privacy Notice Key Points

The key points listed below are presented in further detail throughout this Privacy Notice. You can click on the headers in this section in order to find out more information about any topic. These key points do not substitute the full Privacy Notice.

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1. **Personal Data We Collect, Uses and Legal Basis.** Depending on your usage of the Site, Software, or Platform, we collect different types of data and we and any of our third-party subcontractors and service providers use the data we collect for different purposes, as specified below. You have no legal obligation to provide us with certain Personal Data, but if you refuse to provide such Personal Data we may not be able to register you to the Software or Platform and/or provide you with the Software or Platform or part thereof.

- 1.1. **Registration Data** – In order to use our Software or Platform and receive related services, you will be required to register and provide us with the following Personal Data: your name and email address. If you are a Software using the Software on behalf of a Customer, we will link your account to the relevant Customer.

How we use this data. (1) to provide you with the Software or Platform and to respond to your inquiries and requests and to contact and communicate with you and (2) to prevent fraud, protect the security of and address any problems with the Software or Platform. If you have registered to use the Platform and have requested to receive additional information, we will also use your Personal Data to provide you with informational newsletters and promotional materials relating to our Platform, including via email.

Legal Basis. (1) We process this Personal Data for the purpose of providing the Software or Platform to you and/or our Customer, which is considered performance of a contract with you or our Customer, as applicable, including responding to your inquiries and requests and providing customer support. (2) When we process your Personal Data for the purposes of preventing fraud, protecting the security of and/or addressing problems with the Software or Platform, and/or for the purpose of providing you with informational newsletters and promotional materials relating to our Platform, such processing is based on our legitimate interests.

- 1.2. **Contact Information** – When you request information from us, or contact us for any other reason, we will collect any data you provide, such as your email address and the content of your inquiry.

How we use this data. To respond to your request or inquiry.

Legal Basis. We process this Personal Data based on performance of a contract when we respond to your inquiry.

- 1.3. **Payment Data** – If you make a purchase through the Platform, we receive information related to such purchase, such as, if applicable, the last four (4) digits of your credit card number.

How we use this data. To process the payment for your purchase and for the

purposes of fraud prevention.

Legal Basis. We process this Personal Data for the purpose of performance of a contract with you when processing payments. Processing for the purposes of fraud prevention is based on our legitimate interest.

- 1.4. **Automatically Collected Data** – When you visit the Site or use the Software or Platform, we automatically collect information about your computer or mobile device, including non-Personal Data such as your operating system, and Personal Data such as your IP address. For more information about the cookies and similar technologies we use and how to adjust your preferences, please see the section "Cookies and Similar Technologies" below.

How we use this data. (1) to review usage and operations, including in an aggregated non-specific analytical manner, develop new products or services and improve current content, products, and services; (2) to prevent fraud, protect the security of our Site, Software, and Platform, and address any problems with the Site, Software, and Platform.

Legal Basis. We process this Personal Data for our legitimate interests to develop and improve our products and services, review usage, perform analytics, prevent fraud, for our recordkeeping and protection of our legal rights.

- 1.5. **Materials You Upload** – Any materials, including videos, photos, and/or 3D models you may upload to the Software or Platform will be collected by us.

How we use this data. To provide you and/or our Customer with services through the Software or Platform, as applicable.

Legal Basis. We process this Personal Data (if applicable) for the purpose of performance of a contract with you and/or our Customers.

- 1.6. **Events and Conferences** - If we meet you at an event or conference, we will collect any Personal Data you or the organizer of the event may provide us with, which may include your name, email, phone number, and YouTube channel. If you participate in a demo or activity relating to our services at an event, such as if you create a video, we will collect any Personal Data in the video or other materials you create.

How we use this data. We process this data in order to contact and communicate with you, as well as for our own marketing and promotional purposes, including sharing videos created on our website or social media channels.

Legal Basis. We process this Personal Data based on your consent. You may withdraw your consent at any point, including by emailing us at legal@arti.tv.

2. **Additional Uses.**

- 2.1. Statistical Information and Analytics. We and/or our service providers or subcontractors, use analytics tools ("**Tools**"), including "Google Analytics" to collect information about the use of the Site, Software, and/or Platform. Such Tools collect information such as how often users visit the Site or Platform, what pages they visit when they do so, and what other sites and mobile applications they used prior to visiting the Site or Platform. We use the information we get from the Tools to improve our Site, Software and Platform. You can find more information about how Google collects information and how you can control such use at <https://policies.google.com/technologies/partner-sites>.
- 2.2. Direct Marketing. As described above, if you are using the Platform, we may use Personal Data to let you know about our products and services that we believe will be of interest to you. We may contact you by email or through other communication channels. In all cases, we will respect your preferences for how you would like us to manage marketing activity with respect to you. To protect privacy rights and to ensure you have control over how we manage marketing with you:
 - 2.2.1. We will take steps to limit direct marketing to a reasonable and proportionate level and only send you communications which we believe may be of interest or relevance to you.
 - 2.2.2. At any time you can request that we update or correct your personal profile or change your preferences for the way in which you would like us to communicate with you, including how you receive details of latest offers or newsletters from us.
 - 2.2.3. You can ask us to stop sending email marketing by following the "unsubscribe" link you will find on all the email marketing messages we send you. Alternatively, you can contact us at legal@arti.tv.
 - 2.2.4. If our marketing activities are based upon your consent, you may withdraw this consent at any time.

We recommend you routinely review the privacy notices and preference settings that are available to you on any social media platforms as well as your preferences within your account with us.

3. Sharing the Personal Data We Collect. We share your information, including Personal Data, as follows:
 - 3.1. Customers. If you are using the Software in connection with one of our Customers, the applicable Customer may have access to your Personal Data, such as your username, and shall serve as an independent controller of your Personal Data. For information about how the Customer uses your Personal Data, please contact the Customer directly.
 - 3.2. Service Providers, and Subcontractors. We disclose information, including Personal Data we collect from and/or about you, to our trusted service providers and subcontractors, who use such information solely on our behalf in order to: (1) help us provide you with the Site, Software, and/or Platform; and (2) aid in their understanding of how users are using our Site, Software, and/or Platform.

Such service providers and subcontractors provide us with IT and system

administration services, data backup, security, and storage services, and data analysis and help us serve advertisements and provide other marketing services.

- 3.3. **Business Transfers.** Your Personal Data may be disclosed as part of, or during negotiations of, any merger, sale of company assets or acquisition (including in cases of liquidation). In such case, your Personal Data shall continue being subject to the provisions of this Privacy Notice.
- 3.4. **Law Enforcement Related Disclosure.** We may share your Personal Data with third parties: (i) if we believe in good faith that disclosure is appropriate to protect our or a third party's rights, property or safety (including the enforcement of the agreement we have entered with you or the applicable Customer or the Terms of Service we have entered with you (as applicable) and this Privacy Notice); (ii) when required by law, regulation subpoena, court order or other law enforcement related issues, agencies and/or authorities; or (iii) as is necessary to comply with any legal and/or regulatory obligation.
- 3.5. **Legal Uses.** We may use your Personal Data as required or permitted by any applicable law, for example, to comply with audit and other legal requirements.

4. **International Transfer.**

- 4.1. We use subcontractors and service providers who are located in countries other than your own and transfer information we receive (including Personal Data) to them. We conduct such international transfers for the purposes described above. We will ensure that these third parties will be subject to written agreements ensuring the same level of privacy and data protection as set forth in this Privacy Notice, including appropriate remedies in the event of the violation of your data protection rights in such third country.
 - 4.2. Whenever we transfer your Personal Data to third parties based outside of the European Economic Area ("EEA") and when required under applicable law, we ensure a similar degree of protection is afforded to it by ensuring at least one of the following safeguards is implemented:
 - 4.2.1. We will only transfer your Personal Data to countries that have been deemed to provide an adequate level of protection for Personal Data by the European Commission.
 - 4.2.2. Where we use certain service providers not located in countries with an adequate level of protection as determined by the European Commission, we may use specific contracts approved by the European Commission which give Personal Data the same protection it has in the EEA.
 - 4.3. Please contact us at legal@arti.tv if you would like further information on the specific mechanism used by us when transferring your Personal Data out of the EEA.
5. **Security.** We have implemented and maintain appropriate technical and organization security measures, policies and procedures designed to reduce the risk of accidental destruction or loss, or the unauthorized disclosure or access to Personal Data appropriate

to the nature of such data. The measures we take include:

- 5.1. Safeguards – The physical, electronic, and procedural safeguards we employ to protect your Personal Data include secure servers, antivirus, and SSL encryption of data.
 - 5.2. Access Control – We dedicate efforts for a proper management of system entries and limit access only to authorized personnel on a need to know basis of least privilege rules, review permissions annually, and revoke access immediately after employee termination.
 - 5.3. Internal Policies – We maintain and regularly review and update our privacy related and information security policies.
 - 5.4. Personnel – We require new employees to sign non-disclosure agreements according to applicable law and industry customary practice.
 - 5.5. Encryption – We encrypt the data in transit using secure SSL protocols.
 - 5.6. Database Backup – Our databases are backed up on a periodic basis for certain data and are verified regularly.
 - 5.7. 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 Personal Data, we cannot guarantee its absolute security.
 - 5.8. As the security of information depends in part on the security of the computer you use to communicate with us and the security you use to protect user IDs and passwords, please take appropriate measures to protect this information.
6. **Your Rights - How to Access and Limit Our Use of Certain Personal Data**. Subject to applicable law and certain exemptions, and in some cases dependent upon the processing activity we are undertaking, you have certain rights in relation to the Personal Data that we or other controllers hold about you, as detailed below. For any requests to exercise such rights with respect to information held by a Customer, please contact the applicable Customer directly. We will investigate and attempt to resolve complaints and disputes and make every reasonable effort to honor your wish to exercise your rights as quickly as possible and, in any event, within the timescales provided by applicable data protection laws. We reserve the right to ask for reasonable evidence to verify your identity before we provide you with any information and/or comply with any of your requests, as detailed below:
- 6.1. Right of Access. You have a right to know what Personal Data we collect about you and, in some cases, to have such Personal Data communicated to you. Subject to applicable law, we may charge you with a fee. Please note that we may not be able to provide you with all the information you request, and, in such case, we will endeavor to explain to you why.
 - 6.2. Right to Data Portability. If the processing is based on your consent or performance of a contract with you *and* processing is being carried out by automated means, you may be entitled to (request that we) provide you or another party with a copy

of the Personal Data you provided to us in a structured, commonly-used, and machine-readable format.

- 6.3. Right to Correct Personal Data. Subject to the limitations in applicable law, you may request that we update, complete, correct or delete inaccurate, incomplete, or outdated Personal Data.
- 6.4. Deletion of Personal Data ("Right to Be Forgotten"). If you are an EU Individual, you have a right to request that we delete your Personal Data if either: (i) it is no longer needed for the purpose for which it was collected, (ii) our processing was based on your consent and you have withdrawn your consent, (iii) you have successfully exercised your Right to Object (see below), (iv) processing was unlawful, or (v) we are required to erase it for compliance with a legal obligation. We cannot restore information once it has been deleted. Please note that to ensure that we do not collect any further Personal Data, you should also delete our mobile app from your mobile devices, terminate your account with us, and clear our cookies from any device where you have used our Software or Platform. We may retain certain Personal Data (including following your request to delete) for audit and record-keeping purposes, or as otherwise permitted and/or required under applicable law.
- 6.5. Right to Restrict Processing. If you are an EU Individual, you can ask us to limit the processing of your Personal Data if either: (i) you have contested its accuracy and wish us to limit processing until this is verified; (ii) the processing is unlawful, but you do not wish us to erase the Personal Data; (iii) it is no longer needed for the purposes for which it was collected, but we still need it to establish, exercise, or defend of a legal claim; (iv) you have exercised your Right to Object (below) and we are in the process of verifying our legitimate grounds for processing. We may continue to use your Personal Data after a restriction request under certain circumstances.
- 6.6. Direct Marketing Opt Out. You can change your mind at any time about your election to receive marketing communications from us and/or having your Personal Data processed for direct marketing purposes. If you do, please notify us by contacting us at legal@arti.tv. We will process your request as soon as reasonably possible, however it may take a few days for us to update our records before any opt out is effective.
- 6.7. Right to Object. If you are an EU Individual, you can object to any processing of your Personal Data which has our legitimate interests as its legal basis, if you believe your fundamental rights and freedoms outweigh our legitimate interests. If you raise an objection, we have an opportunity to demonstrate that we have compelling legitimate interests which override your rights and freedoms.
- 6.8. Withdrawal of Consent. You may withdraw your consent in connection with any processing of your Personal Data based on a previously granted consent. This will not affect the lawfulness of any processing prior to such withdrawal.
- 6.9. Right to Lodge a Complaint with Your Local Supervisory Authority. If you are an EU Individual, you may have the right to submit a complaint to the relevant supervisory data protection authority if you have any concerns about how we are

processing your Personal Data, though we ask that as a courtesy you please attempt to resolve any issues with us first.

7. **Data Retention**

- 7.1. Subject to applicable law, we retain Personal Data as necessary for the purposes set forth above. We may delete information from our systems without notice to you once we deem it is no longer necessary for these purposes. Retention by any of our processors may vary in accordance with the processor's retention policy.
- 7.2. In some circumstances, we may store your Personal Data for longer periods of time, for instance where we are required to do so in accordance with legal, regulatory, tax, audit, accounting requirements and so that we have an accurate record of your dealings with us in the event of any complaints or challenges, or if we reasonably believe there is a prospect of litigation relating to your Personal Data or dealings. To determine the appropriate retention period, we consider the amount, nature, and sensitivity of the Personal Data, the potential risk of harm from unauthorized use or disclosure of your Personal Data, the purposes for which we process your Personal Data, and whether those purposes can be achieved through other means, as well as applicable legal requirements.
- 7.3. Please contact us at legal@arti.tv (or <https://gdpr-rep.eu/g/12678657>) if you would like details regarding the retention periods for different types of your Personal Data.

8. **Cookies and Similar Technologies.** We use cookies and similar technologies for a number of reasons, including to help personalize your experience. Third parties through which we provide our services and/or our business partners may be placing and reading cookies on your browser or using web beacons to collect information.

- 8.1. **What are Cookies?** A cookie is a small piece of text that is sent to a user's browser or device. The browser provides this piece of text to the device of the originating user when this user returns.
 - 8.1.1. A "session cookie" is temporary and will remain on your device until you leave the Site.
 - 8.1.2. A "persistent" cookie may be used to help save your settings and customizations across visits. It will remain on your device until you delete it.
 - 8.1.3. First-party cookies are placed by us, while third-party cookies may be placed by a third party. We use both first- and third-party cookies.
 - 8.1.4. We may use the terms "cookies" to refer to all technologies that we may use to store data in your browser or device or that collect information or help us identify you in the manner described above, such as web beacons or "pixel tags".
- 8.2. **How We Use Cookies.** We use cookies and similar technologies for a number of reasons, as specified below.

The specific names and types of the cookies, web beacons, and other similar technologies we use may change from time to time. However, the cookies we use generally fall into one of the

following categories:

| Type of Cookie | Why We Use These Cookies | Cookie | Domain Source |
|----------------|---|--|--------------------|
| Functionality | These cookies remember your settings and preferences and the choices you make (such as language or regional preferences) in order to help us personalize your experience and offer you enhanced functionality and content. | SSR-caching | Wix.com |
| Security | These cookies can help us identify and prevent security risks. They may be used to store your session information to prevent others from changing your password without your login information. | <ul style="list-style-type: none"> – XSRF-TOKEN – TSxxxxxxx (where x is replaced with a random series of numbers and letters) – TSxxxxxxxx_d (where x is replaced with a random series of numbers and letters) hs | Wix.com Arti.tv |
| Performance | These cookies can help us collect information to help us understand how you use our Site for example whether you have viewed messages or specific pages and how long you spent on each page. This helps us improve the performance of our Site. | svSession | Wix.com |

8.3. **How to Adjust Your Preferences.** Most Web browsers are initially configured to accept cookies, but you can change this setting so your browser either refuses all cookies or informs you when a cookie is being sent. In addition, you are free to delete any existing cookies at any time. Please note that some features of the Software or Platform may not function properly when cookies are disabled or removed. For example, if you delete cookies that store your account information or preferences, you will be required to input these each time you visit.

9. **Third-Party Applications and Services.** All use of third-party applications or services is at your own risk and subject to such third party's terms and privacy policies.

10. **Communications.** We reserve the right to send you service-related communications, including service announcements and administrative messages, without offering you the opportunity to opt out of receiving them. Should you not wish to receive such communications, you may cancel your account.

11. **Children.** We do not knowingly collect Personal Data from children under the age of sixteen (16). In the event that you become aware that an individual under the age of sixteen (16) has enrolled without parental permission, please advise us immediately.

12. **Changes to the Privacy Notice.** We may update this Privacy Notice from time to time to keep it up to date with legal requirements and the way we operate our business, and we will place any updates on this webpage. Please come back to this page every now and then to make sure you are familiar with the latest version. If we make material changes to this Privacy Notice, we will seek to inform you by notice on our Site or via email.

13. **Comments and Questions.** If you have any comments or questions about this Privacy Notice or if you wish to exercise any of your legal rights as set out herein, please contact us at legal@arti.tv or submit a request at <https://prighter.com/q/12678657>.

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