



PRIVACY POLICY

Eloops Ltd. ("**Eloops**", "**we**", "**our**" or "**us**") develops and provides employee engagement platform (the "**Platform**") that will help align employees throughout your company and create a gamified workplace experience.

Our Platform, our website available at www.eloops.com (the "**Site**") and the Eloops mobile application (the "**App**", and together with the Site and Platform – the "**Services**") allow employees, to engage and communicate with each other internally within their respective organization or company (the "**Customer**").

Eloops recognizes the importance of maintaining personal data security and keeping our users', website visitors', and customers' personal data private. This Privacy Policy applies to the Services and describes how we collect, store, use, and disclose the following types of information:

1. **User Data** relating to data generated by or on individuals through their engagement with our Services, during their employment with our Customer ("**User**" or "**Users**").
2. **Website Visitor, CRM & Prospect Data** relating to visitors of our Site, participants at our events, prospects, partners, investors, and any prospective partner or investor, Customer or other individual who visits or otherwise interacts with any of our websites, mobile applications, online ads, and content, emails or other communications under our control ("**Visitor**").

You can [Contact Us](#) with any question or concern you may have regarding the service.

Specifically, this Privacy Policy describes our practices regarding –

1. Data Collection
2. Data Uses
3. Data Location and Retention
4. Data Sharing
5. Cookies and Tracking Technologies
6. Communications
7. Data Security
8. Data Subject Rights
9. Children's Privacy
10. Data Controller/Processor
11. Additional Notices

Please read this Privacy Policy carefully and make sure that you fully understand and agree to it. You are not legally required to provide us with any personal data and may do so (or avoid doing so) at your own free will. If you do not wish to provide us with your personal data or to have it processed by us or any of our Service Providers (per Section 6 below), please avoid any

interaction with us or any use of our Services. If you are a User using our Services on behalf of a Customer, we suggest that you contact the Customer's account administrator with any questions about the Services, or if you do not want to be registered to the Services or otherwise that we will process any personal data relating to you.

1. DATA COLLECTION

We collect Personal Data regarding our Users as well as data regarding visitors to our Site. Such data is typically collected and generated through the Visitor's or User's interaction with our Services, through automatic means, directly such Visitor or User, from our Customers, or other third parties.

Specifically, we collect the following categories of data (which, to the extent it relates to an identified or identifiable individual, is deemed data, will be deemed as "**Personal Data**"):

- **Data automatically collected or generated:** When you visit, interact with or use our Services, we may collect or generate certain technical data about you ("**Usage Data**"). We collect or generate such data either independently or with the help of third-party services (as detailed in Section 4 below), including through the use of "cookies" and other tracking technologies (as further detailed in Section 5 below).

Such Usage Data mainly consists of connectivity, technical and aggregated usage data, such as IP addresses, non-identifying data regarding a device, operating system, browser version, locale and language settings used, the cookies and pixels installed on such device and the activity (clicks and other interactions) of visitors and Users in connection with our Services. Such data does not enable us to learn a person's true identity or contact details. We mainly use Usage Data to gain a better understanding on how Visitors and Users typically use and interact with our Services; how we could improve their user experience; to optimize our marketing campaigns and ad management; and to optimize the overall performance of our Services.

- **User Data Containing Personal Data:** Users may choose to upload or submit to our Services certain content, materials and data on behalf of their account owner (our Customer), which includes Personal Data. Personal Data which is included in User Data will only be processed by Eloops on behalf of our Customer (who owns the Customer's account), in accordance with our [Data Processing Addendum](#) (to the extent applicable), other agreements with such Customer, and this Privacy Policy.
- **Data received from you:** When you contact us or sign up to the Services and create your individual profile ("**User Profile**"), you may provide us with Personal Data. This includes your name, workplace and position, contact details (such as e-mail, phone and address), account login details (e-mail address and passwords which are automatically hashed – collectively "**Account Data**"), as well as any other data you choose to provide when you use our Services, contact us, or interact with others via the Services.

Customers may provide us additional Account Data such as their billing details, a profile photo, business needs and preferences. To the extent that such data concerns a non-human entity (e.g., the bank account of a company or business), we will not regard it as "Personal Data" and this Privacy Policy shall not apply to it.

- **Data received from third parties:** we may receive your Personal Data from other sources. For example, if you participate in an event or webinar that we sponsor or

participate in, we may receive your Personal Data from the event organizers. We may also receive your contact and professional details (e.g., your name, company, position, contact details and professional experience, preferences and interests) from our business partners or services providers, and through the use of tools and channels commonly used for connecting between companies and individuals in order to explore potential business and employment opportunities, such as LinkedIn.

2. DATA USES

We process the personal data as necessary for the performance of our Services; to comply with our legal and contractual obligations; and to support our legitimate interests in maintaining, improving and advertising our Services, campaigns and other activities we are performing; gaining insights which help us dedicate our resources and efforts more efficiently; marketing, advertising and selling our Services; providing customer services and technical support; and protecting and securing our Services, ourselves and the organizations and individuals we engage with.

We operate in many countries around the world. Therefore, please note that if you reside or are using the Services in a territory governed by privacy laws under which “consent” is the only or most appropriate legal basis for the processing of personal data in the manners described in this Privacy Policy (in general, or specifically with respect to types of personal data you expect or elect to be or have processed by or via the Services), your acceptance of our [Terms of Service](#) and this Privacy Policy will be deemed as your consent to the processing of your personal data for all purposes detailed herein. If you wish to revoke such consent, please contact us at privacy@eloops.com.

We do not sell your personal information for the intents and purposes of the California Consumer Privacy Act (CCPA).

Specifically, we use Personal Data for the following purposes:

- To facilitate, operate, and provide our Services;
- To authenticate the identity of our Users, and to allow them access to our Services;
- To provide our visitors, Users and Customers with assistance and support;
- To further develop, customize and improve the Services and your user experience, based on common or personal preferences, experiences and difficulties;
- To facilitate and optimize our marketing and advertising campaigns, ad management and sales operations, and to manage and deliver advertisements for our products and Services more effectively;
- To contact our visitors, Users and Customers with general or personalized service-related messages (such as password-retrieval or billing) and promotional messages (such as newsletters, webinars, new features, etc.); to facilitate, sponsor and offer certain events and promotions; and to facilitate our sales and business development operations;
- To support and enhance our data security measures, including for the purposes of preventing and mitigating the risks of fraud, error or any illegal or prohibited activity;

- To create aggregated statistical data, inferred non-personal data or anonymized or pseudonymized data (rendered non-personal), which we or our business partners may use to provide and improve our respective services; and
- To comply with our legal, regulatory, compliance and contractual obligations.

3. DATA LOCATION

Your Personal Data may be maintained, processed and stored by our authorized affiliates and Service Providers (defined below) in the United States of America and other jurisdictions, as necessary for the proper delivery of our Services, or as may be required by law.

Eloops is headquartered in Israel, a jurisdiction which is considered by the European Commission to be offering an adequate level of protection for the Personal Data of EU Member State residents.

While privacy laws may vary between jurisdictions, Eloops and its affiliates and Service Providers are each committed to protect Personal Data in accordance with this Privacy Policy, customary industry standards, and such appropriate lawful mechanism and contractual terms requiring adequate data protection, regardless of any lesser legal requirements that may apply in the jurisdiction to which such data may be transferred. For data transfers to countries and territories that are not deemed as adequate we have entered into standard contractual clauses that govern such transfer if personal data.

4. DATA RETENTION

We retain Users' Personal Data in accordance with the instructions of their organization (our Customer), or for as long as their account is active, and we have not been notified otherwise, or as long as we consider necessary for the purposes described herein.

We keep visitors' Personal Data for as long as reasonably necessary in order to maintain and expand our relationship and to provide them with our Services.

We will also retain your Personal Data for as long as is required in order to comply with our legal and contractual obligations, or to protect ourselves from any potential disputes (i.e., as required by laws applicable to log-keeping, records and bookkeeping, and in order to have proof and evidence concerning our relationship, should any legal issues arise following your discontinuance of use), in accordance with our data retention policy.

Please note that except as required by applicable law, we will not be obligated to retain your Personal Data for any particular period, and we are free to securely delete it for any reason and at any time, with or without notice to you. If you have any questions about our data retention policy, please contact us by email at privacy@elops.com.

5. DATA SHARING

Legal Compliance: in exceptional circumstances, we may disclose or allow government and law enforcement officials access to your Personal Data, in response to a subpoena, search warrant or court order (or similar requirement), or in compliance with applicable laws and regulations.

Such disclosure or access may occur if we believe in good faith that we are legally compelled to do so, or that disclosure is appropriate in connection with efforts to investigate, prevent, or take action regarding actual or suspected illegal activity, fraud, or other wrongdoing, or when such disclosure is required to protect our legitimate business interests, including the security or integrity of our products and Services.

Service Providers: we engage selected third-party entities to perform services complementary to our own. Such Service Providers include hosting and server co-location services, communications and content delivery networks (CDNs), internet service providers, operating systems and platform, data analytics services, marketing and advertising services, data and cyber security services, fraud detection and prevention services, billing and payment processing services, web analytics, e-mail and SMS distribution and monitoring services, session or activity recording services, remote access services, performance measurement, data optimization services, social and advertising networks, content providers, support and customer relation management systems; and our business, legal, financial and compliance advisors (collectively, “**Service Providers**”). These Service Providers may have access to your personal data, depending on each of their specific roles and purposes in facilitating, supporting and enhancing our Services, and may only use it for such purposes.

Third-Party Website and Services: our Services may include links to third-party websites, and integrations with third-party services. Such websites and third-party services, and any information you process, submit, transmit or otherwise use with such websites and third-party services, are beyond the scope of Eloops’ [Terms of Service](#) and Privacy Policy and will therefore be governed by such third-party’s terms and privacy practices and policies, and not by this Privacy Policy. We encourage you to carefully read the terms and privacy policies of such websites and third-party services.

Sharing Personal Data with our Customers: We may share the Personal Data of Users with their Customer organization (including data and communications concerning their Services’ user account). In such cases, sharing such data means that other individuals from your organization may receive it on its behalf, and will be able to monitor, process and analyse your Personal Data and associated content. Please note that Eloops is not responsible for and does not control any further disclosure, use or monitoring by or on behalf of your organization, that itself acts as the “Data Controller” of such data (as further described in Section 10 below).

Protecting Rights and Safety: We may share your Personal Data with others if we believe in good faith that this will help protect the rights, property or personal safety of Eloops, any of our Users or Customers, or any members of the general public.

Eloops Subsidiaries and Affiliated Companies: We may share Personal Data internally within our group for the purposes described in this Privacy Policy. In addition, should Eloops or any of its subsidiaries or affiliates undergo any change in control, including by means of merger, acquisition or purchase of substantially all of its assets, your Personal Data may be shared with the parties involved in such event. If we believe that such change in control might materially affect your Personal Data then stored with us, we will notify you of this event and the choices you may have via e-mail or prominent notice on our Services.

Additional Sharing: For the avoidance of doubt, Eloops may share your Personal Data in additional manners, pursuant to your explicit approval, or if we are legally obligated to do so, or if we have successfully rendered such data non-personal and anonymous. We may transfer,

share or otherwise use non-personal data at our sole discretion and without the need for further approval.

6. COOKIES AND TRACKING TECHNOLOGIES

Our Services and our Service Providers use cookies and other technologies for performance, tracking, analytics, personalization purposes and in order to provide you with a better experience. We may share non-identifiable/aggregate extracts of such information with our partners for our legitimate business purposes.

Cookies: cookies are small text files that are stored through the browser on your computer or mobile device (for example, Google Chrome or Safari) when you visit a website. Some cookies are removed when you close your browser session – these are the “session cookies”. Some last for longer periods and are called “persistent cookies”. We use both types of cookies to facilitate the use of the Services’ features and tools. Whilst we do not change our practices in response to a “Do Not Track” signal in the HTTP header from a browser or mobile application, you can manage your cookie preferences, including whether or not to accept them and how to remove them, through your browser settings. Please bear in mind that disabling cookies may complicate or even prevent you from using the Services. For more information regarding cookies, you may find the following websites useful: www.allaboutcookies.org, www.youronlinechoices.co.uk.

Google Analytics: we use Google Analytics to collect information about the use of our Services. Google Analytics collects information such as how often you visit the Services, which pages you visited when doing so, and which other sites you used prior to coming to our Services. We do not merge the information collected through the use of Google Analytics with personally identifiable data. Google’s ability to use and share information collected by Google Analytics about your visits to and use of the Services is restricted by the [Google Analytics Terms of Service](#) and the [Google Privacy Policy](#). You can learn more about how Google collects and processes data specifically in connection with Google Analytics [here](#). Should you have any question regarding our use of cookies in connection with our Services, you may contact us at privacy@elops.com.

7. COMMUNICATIONS

We engage in service and promotional communications, through email, phone, SMS and notifications.

Service Communications: We may contact you with important information regarding our Services. For example, we may notify you (through any of the means available to us) of changes or updates to our Services, billing issues, service changes, password-retrieval notices, etc. We, or our Customers, may also send you notifications, messages and other updates. Typically, you will not be able to opt-out of receiving such service communications while using our Services, as they are integral to such use.

Notifications and Promotional Communications: We may send you notifications concerning messages and other updates in your User account. We may also send you notifications and contact you about new features, additional offerings, events and special opportunities or any other information we think our Users will find valuable. We may provide such notices through any of the contact means available to us (e.g., phone, mobile or e-mail), through the Services, or through our marketing campaigns on any other sites or platforms.

If you do not wish to receive such promotional communications, you may notify Eloops at any time by sending an email to privacy@elops.com, changing your communications preferences in your account, or by following the “unsubscribe”, “stop”, “opt-out” or “change e-mail preferences” instructions contained in the promotional communications you receive.

8. DATA SECURITY

We and our Service Providers implement systems, applications and procedures to secure your personal data, to minimize the risks of theft, damage, loss of information, or unauthorized access or use of information. These measures provide sound industry-standard security, however, although we make efforts to protect your privacy and data, we cannot and do not guarantee the absolute protection and security of any personal data stored with us or with any third-parties.

9. DATA SUBJECT RIGHTS

Individuals have rights concerning their personal data. If you wish to exercise your rights under any applicable law, including the EU General Data Protection Regulation (GDPR), or the CCPA, such as the right to request access, rectification, or erasure of your Personal Data held with Eloops, or to restrict or object to such Personal Data’s processing, or to port such Personal Data – please contact us by email at privacy@elops.com. Note that if you are using the Services on behalf of our Customer, your request should be communicated to and through the applicable Customer, and not directly to us.

Please note that once you contact us by e-mail, we may require additional information and documents, including certain Personal Data, in order to authenticate and validate your identity and to process your request. Such additional data will be then retained by us for legal purposes (e.g., as proof of the identity of the person submitting the request), in accordance with Section 4 above.

10. CHILDREN’S PRIVACY

Our Services are not designed to attract children under the age of 16. We do not knowingly collect Personal Data from children and do not wish to do so. If we learn that a person under the age of 16 is using the Services, we will prohibit and block such use and will make all efforts to promptly delete any Personal Data stored with us with regard to such child. If you believe that we might have any such data, please contact us by email at privacy@elops.com.

11. DATA CONTROLLER/PROCESSOR

We are the Controller of our Account Data, Usage Data pertaining to our Users and Visitors, and certain types of Personal Data concerning our Customers, and certain types of User Data; we are the Processor of User Data which we process on behalf of our Customer.

Certain data protection laws and regulations, such as the GDPR or the CCPA typically distinguish between two main roles for parties processing personal data: the “data controller” (or under the CCPA, “business”), who determines the purposes and means of processing; and the “data processor” (or under the CCPA, “service provider”), who processes the data on behalf of the data controller (or business). Below we explain how these roles apply to our Services, to the extent that such laws and regulations apply.

Eloops is the “Data Controller” of Account Data, Usage Data relating to Users and Visitors, as well as User Data consisting of profile and contact details, as well as usage, preferences, engagement and analytics data. With respect to such data, we assume the responsibilities of Data Controller (solely to the extent applicable under law), as set forth in this Privacy Policy. In such instances, our Service Providers processing such data will assume the role of “Data Processor”.

If any of our Users upload or submit User Data or other content to our Services which includes Personal Data (e.g., by submitting additional personal data pertaining to the Customer’s employees), such data will only be processed by Eloops on behalf of our Customer, which is the owner of the respective account, along with all other User Data processed on such Customer’s behalf.

In such instances, our Customer shall be deemed the “Data Controller” of such data, and Eloops will process such data on the Customer’s behalf, as its “Data Processor”, in accordance with its reasonable instructions, subject to our Terms, our [Data Processing Addendum](#) with such Customer (to the extent applicable) and other commercial agreements. Eloops’ Service Providers shall act as designated Sub-Processors in these instances. The Customer will be responsible for meeting any legal requirements applicable to Data Controllers (such as establishing a legal basis for processing and responding to Data Subject Rights requests concerning the data they control).

If you would like to make any requests or queries regarding Personal Data we process as Data Processors, e.g., on your organization’s (our Customer’s) behalf, please contact your organizational admin directly. For example, if you are a User who wishes to access, correct, or delete data processed by Eloops on behalf of a Customer, please direct your request to the relevant Customer (who is the “Data Controller” of such data).

12. ADDITIONAL NOTICES

Updates and Amendments: We may update and amend this Privacy Policy from time to time by posting an amended version on our Services. The amended version will be effective as of the date it is so published. We will provide a 10-day prior notice if we believe any substantial changes are involved via any of the communication means available to us or via the Services. After such notice period, all amendments shall be deemed accepted by you.

External Links: While our Services may contain links to other websites or services, we are not responsible for their privacy practices, and encourage you to pay attention when you leave our Services for the website or application of such third parties and to read the privacy policies of each and every website and service you visit. This Privacy Policy applies only to our Services.

Questions, Concerns or Complaints: If you have any comments or questions about this Privacy Policy or if you have any concerns regarding your Personal Data, please contact us by email at privacy@elops.com. Eloops’s appointed Data Protection Officer may be reached by email at dpo@elops.com.

Effective Date: August 2, 2021