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## Privacy Policy

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### Privacy Policy

Finer Vision LTD ("**Finer Vision**" or "**We**") know that you care about how the information we receive from you is used and shared, and we take your privacy seriously. This Privacy Policy describes Finer Vision's privacy practices in relation to information that we collect through websites operated by us from which you are accessing this Privacy Policy (collectively, the "**Domains**"), through the software applications made available by us for use on or through computers and mobile devices and other services provided by us both online and offline; as well as through HTML-formatted email messages that we send to you that link to this Privacy Policy (collectively, including the Domains, the Native Apps, Web Apps and the Social Media Pages, the "**Sites**"). "**You**" or a "**user**" refers to any individual who visits or otherwise uses the Sites. By using the Sites, you are accepting and agreeing to the practices outlined in this Privacy Policy.

This Privacy Policy does not apply to the practices of third parties that Finer Vision does not own or control, or to individuals that Finer Vision does not employ or manage.

This Privacy Policy also does not apply to information that we receive or handle on behalf of our subscribers in our role as a service provider, such as information that we receive through the Finer Vision Marketing Automation Software Services or other Finer Vision services, including any apps we make available for use by Services subscribers (collectively, the "**Services**"). Such information is governed by the terms of the applicable services agreement, rather than this Privacy Policy.

#### 1 What Types of Information Does Finer Vision Collect About its Users?

- **Personal Information.** "**Personal Information**" is information that identifies you as an individual or relates to an identifiable individual, including: name, title, company name, job function, expertise, postal address, telephone number, or email address or other information specially requested by our clients. If you submit any Personal Information relating to other people to us or to our service providers in connection with the Sites, you represent that you have the authority to do so and to permit us to use the information in accordance with this Privacy Policy.
- **Other Information.** "**Other Information**" is any information that does not reveal your specific identity or does not directly relate to an identifiable individual. This might include, for instance, browser and device information; App usage data; information collected through cookies, pixel tags, and other technologies; demographic information and other information provided by you; or aggregated information. We use this information to facilitate our operation of the Sites and for other purposes described below.
- **IP Address:** Your "**IP Address**" is a number that is automatically assigned to the computer that you are using by your Internet Service Provider (ISP). An IP Address may be identified and logged automatically in our server log files whenever you access the Sites, along with the time of the visit and the page(s) that you visited. Collecting IP Addresses is standard practice and is done automatically by many websites, applications and other services. Finer Vision uses IP Addresses to calculate usage levels of the Sites, help diagnose problems with its servers, administer the Sites, and monitoring the regions from which you navigate to Sites developed.

#### 2 How Does Finer Vision Collect Information?

**Personal Information.** We and our service providers may collect Personal Information in a variety of ways, including:

- **Through the Sites:** We may collect Personal Information through the Sites
- **Offline:** We may collect Personal Information from you offline, such as when you attend one of our events, during phone calls with sales representatives, or when you contact customer service.
- **Through You:** Finer Vision may collect information such as your location or your preferred means of communication when you voluntarily provide it. Unless combined with Personal Information, this information

does not personally identify you or any other user of the Sites. Note that there is no legal obligation for you to provide us with personal information and any information collected by us will be provided by you at your own will and with your consent.

- **Information From Other Sources:** In order to enhance our ability to provide relevant marketing, offers, and services to you, we may obtain information about you from other sources, such as public databases, joint marketing partners, social media platforms, as well as from other third parties.

**Other Information.** We and our service providers may collect Other Information in a variety of ways, including:

- **Through Your Browser or Device:** Certain information is collected by most browsers or automatically through your device, such as your Media Access Control (MAC) address, computer type (Windows or Macintosh), screen resolution, operating system name and version, device manufacturer and model, language, Internet browser type and version, and the name and version of the Sites (such as the Apps) you are using.
- **Through Your Use of the Apps:** When you download and use an App, we and our service providers may track and collect App usage data, such as the date and time the App on your device accesses our servers and what information and files have been downloaded to the App based on your device number.
- **Through Cookies and Other Similar Technologies:** Cookies and other similar technologies may be used to collect Other Information. We may use third parties to serve advertisements on other websites that may be of interest to you, based on information collected about your use of our Sites and other websites. To do so, these companies may place or recognize a unique cookie on your browser (including through the use of pixel tags and web beacons). Finer Vision also uses web analytics services, which currently include Google Analytics. Google Analytics is a web analytics service provided by Google Inc. ("**Google**"). Google Analytics uses cookies and similar technologies to analyze how users use the Domains. The information generated about Domain usage (including your shortened IP address) is transmitted to Google in the U.S. This information is used to evaluate visitors' use of the Domain, compile statistical reports on Domain activity, and provide other services related to the Site and Internet use. Google may also collect information about Domain visitors' use of other websites. For more information about Google Analytics, or to opt out of Google Analytics
- **By Aggregating Information:** Aggregated Personal Information does not personally identify you or any other user of the Sites (for example, we may aggregate Personal Information to calculate the percentage of our users who have a particular telephone area code).