

## **PRIVACY POLICY – “AMERICA SUPPORTS ISRAEL APP”**

Last updated: January 2023

**Buzzle Digital LTD, Number 515722841** (the “Company”) welcomes you and thanks you for choosing to use “AMERICA SUPPORTS ISRAEL” application (the “App”). The company respects your concerns regarding privacy.

### **1. INFORMATION THE APP COLLECTS:**

- 1.1. When you use our App, you may provide us with certain personal information, such as: name, address, phone number, email and any other information you choose to provide. We may collect this information at various places on our App.
- 1.2. In order to provide you service, we may automatically collect certain types of information in addition to information that you provide us, such as, *inter alia*, information about your use of the App, and information about your mobile device.
- 1.3. Some examples of automatic information we may collect are as follows:
  - 1.3.1. we may record your internet service provider’s address, your internet protocol or IP address and the type of handheld or mobile device;
  - 1.3.2. we may collect a record of your activity or your “clickstream” while using the App;
  - 1.3.3. we may use “cookies” of different types to recognize your mobile device. A cookie is a small text file that a webApp, online application, or e-mail may save to your internet browser and/or your computer’s hard drive for use in subsequent visits to Apps;
  - 1.3.4. we may collect any information you enter, share or that can be obtained from your use of the App.

### **2. USE OF THE INFORMATION COLLECTED ON THE APP**

- 2.1. The information may be collected and used to:
  - 2.1.1. provide services to you and improve the App and/or the services;
  - 2.1.2. marketing purposes;
  - 2.1.3. ensure proper performance of the App;
  - 2.1.4. analyze and manage the App;
  - 2.1.5. improve our customer service;
  - 2.1.6. contact you or provide you with relevant data with regard to the App or our services;
  - 2.1.7. conduct customer surveys and/or marketing research.

### **3. THIRD PARTIES:**

- 3.1. We may share your information with third parties, except for sensitive information such as credit cards details and I.D numbers, including with our services providers.

- 3.2. We will be able to share your information with third parties in the following circumstances:
- 3.2.1. We will obtain your consent for sharing;
  - 3.2.2. if we are required to do so by law or legal process (such as a court order or subpoena);
  - 3.2.3. to establish, exercise, or defend legal rights and proprietary rights of the App;
  - 3.2.4. in case of legal dispute between you and the App which will require sharing the information;
  - 3.2.5. if you violate the terms and conditions of the App or if you do through the App, or in any connection with the App, actions that are contrary or presumed to be illegal, or any attempt to perform such actions;
  - 3.2.6. when we believe disclosure is necessary or appropriate to prevent physical or other harm or financial loss;
  - 3.2.7. we reserve the right to transfer your information in the event we sell or transfer all or a portion of our business assets (including, without limitation, in the event of a merger, acquisition, joint venture, reorganization, dissolution, or liquidation).
- 3.3. Some examples of things service providers may do that may involve your personal information are:
- 3.3.1. develop, host or maintain the App on our behalf;
  - 3.3.2. aggregate customer information and/or improve customer service. We may then share such aggregated information with prospective marketing partner, advertisers and social media such as Facebook, Instagram, Google. Taboola etc.
  - 3.3.3. for statistical purposes - We may use third-party analytics and personalization services to analyze App metrics and performance, analyze our visitors preferences.
- 3.4. These service providers are granted access to some or all of your information as necessary and may use cookies (as defined above) or other automatic collection technology on our behalf.

#### **4. INFORMATION SECURITY:**

- 4.1. We maintain administrative, technical and physical safeguards designed to protect the information we collect through the App against accidental, unlawful or unauthorized destruction, loss, alteration, access, disclosure or use.
- 4.2. However, there is no absolute security in these actions and the App cannot obligate that the services on the App will be completely immune.

#### **5. ACCESS TO INFORMATION:**

- 5.1. You have the right to request access to information we have collected from you.

- 5.2. Furthermore, you have the right to request that the App update your personal information when it is inaccurate or incomplete and the right to request that the App delete your personal information.
- 5.3. If you wish to access this information, please contact us using the contact information provided below.

## **6. MODIFICARIONS AND UPDATES:**

- 6.1. We reserve the right to change and modify the Privacy Policy of the App at any time or for any reason at our sole discretion without notice.
- 6.2. Changes to the Privacy Policy will be posted on this page. For significant changes, we will notify you by posting a prominent notice on the App indicating at the top of the Privacy Policy when it was most recently updated.

## **7. CalOPPA - California Consumer Privacy Statement**

- 7.1. This California Consumer Privacy Statement supplements the Global Privacy Notice and applies solely to consumers in the state of California. This Statement does not apply to App personnel. This California Consumer Privacy Statement uses certain terms that have the meaning given to them in the California Consumer Privacy Act of 2018 and its implementing regulations (the "CCPA").
- 7.2. Categories of personal information are collected. The personal information that the App collects fall into the following categories as established by the California Consumer Privacy Act:
  - 7.2.1. identifiers such as your name, alias, address, phone numbers, or IP address;
  - 7.2.2. personal information, such as a credit card number;
  - 7.2.3. commercial information, such as purchase and content streaming activity;
  - 7.2.4. internet or other electronic network activity information, including content interaction information, such as content downloads, streams, and playback details;
  - 7.2.5. geolocation data, such as the location of your device or computer;
  - 7.2.6. inference data, such as information about your purchase preferences.
- 7.3. Categories of personal information disclosed for a business purpose. The personal information that the App discloses about consumers for a business purpose fall into the following categories established by the California Consumer Privacy Act:
  - 7.3.1. identifiers such as your name, address, phone numbers, or IP address, for example if we use a third party carrier to deliver your order;
  - 7.3.2. personal information, such as a credit card number, for example if we use a third party payment processor;
  - 7.3.3. your age, gender, or other protected classifications, for example if you choose to participate in a survey distributed by a survey provider;

- 7.3.4. commercial information;
  - 7.3.5. internet or other electronic network activity information, such as if we use a service provider to help us gather crash reports for analyzing the health of our devices and services.
- 7.4. **Right to Request Access to or Deletion of Personal Information:** you may have the right under the California Consumer Privacy Act to request information regarding the collection of your personal information by the App, or access to or deletion of your personal information. If you wish to access this information, please contact us using the contact information provided below.
- 7.5. **No sale of personal information.** The App has not sold any personal information of consumers, as those terms are defined under the California Consumer Privacy Act.
- 7.6. **No Discrimination.** The App will not discriminate against any consumer for exercising their rights under the California Consumer Privacy Act.

## **8. GOVERNING LAW:**

- 8.1. These Privacy Policy are governed by and construed in accordance with the laws of the State of Israel applicable to agreements made and to be entirely performed within the State of Israel, without regard to its conflict of law principles.
- 8.2. Any legal action of whatever nature brought by either you or us shall be commenced or prosecuted in the state Israel, and the Parties hereby consent to, and waive all defenses of lack of personal jurisdiction and forum non convenience.

## **9. CONTACT US:**

In order to resolve a complaint regarding privacy or to receive further information regarding the Privacy Policy, please contact us by:

Address: 9 JAbotinsky st. Bnei Brak

Phone: +972-03-5055800;

E-mail: [support@appside.app](mailto:support@appside.app)