

## Privacy Policy –

Dmarketing solutions LTD, 14271308. Address.- 13 John Prices st. 2<sup>nd</sup> floor, W1G0JR, London, UK,

This Privacy Policy is for informing the users of our media or services about the data collected by us, the ways it is collected and processed, the purposes of its usage and sharing, as well as the ways the users can act with respect to the above mentioned.

### Advertiser Disclosure

As an advertising agency, we receive compensation with respect to products or services promoted o marketed by us. We may not show all available or best suited options.

### Information We Collect

#### Anonymous User Information (Data)

Non-personal information is any information that does not personally identify the user (for example, information about the jurisdiction the user is from). We obtain non-personal information about you from information that you provide to us. This information may be collected when publishers, advertisers, ad networks and agencies (collectively: "**Advertisers and Publishers**") use our services or systems.

Additionally, certain other information (such as cookies, which are described below) may be transmitted by our server to your computer. That information does not contain any personally identifiable information. Specific types of anonymous information are described below:

#### User Information

As part of our services to Advertisers and Publishers, we log page views and bid requests and collect information for the purpose of delivering ads or providing advertising-related services, including providing a specific advertisement(s) based on a particular type of browser or time of day; statistical reporting in connection with the activity on a website; tracking the number of ads served on a particular day to a particular website. To do so, we collect information about the type of browser, referrer and operating system of website visitors, as well as the domain name, day and time of visit, and page(s) visited. We do so across multiple Web domains owned or operated by different entities.

#### Cookies and Log Files

We use Cookies to serve advertisements to users. Cookies are small text files placed on your hard drive that assist us in providing a more customized website experience. It is our policy to use cookies to make navigation of certain websites related to our Services easier for visitors.

If you are concerned about cookies, most browsers permit individuals to decline cookies. In order to properly manage our websites we may anonymously log information on our systems, and identify categories of visitors by items such as domains and browser types. These statistics are used to manage the operational efficiency of our systems.

### How We Use Information Collected

We use non-personally identifiable data collected from users and website visitors in order to: (a) To improve the quality and functionality of the website, enhance your experience, create new services (including customized services), change/cancel existing content and services, or for other internal and statistical purposes; (b) To present you relevant content, marketing materials and advertisements, by analyzing your interests from the web pages you visit and online services that you use; (c) To provide you with support and handle inquires; (d) To enforce our terms of use and/or EULA; (e) To comply with any applicable law and assist law enforcement agencies as required; (f) To conduct surveys and market research; (g) To improve the quality and functionality of the website, enhance your experience, create new services (including customized services), change/cancel existing content and services, or

for other internal and statistical purposes; (h) To present you relevant content, marketing materials and advertisements, by analyzing your interests from the web pages you visit and online services that you use.

With respect to data collected via our RTB Platform, we may combine Non-Personal Information with data collected from other sources and disclose the Non-Personal Information and combined information to participating Advertisers and Publishers so that they can determine whether to bid on ad inventory and in order to improve the relevance of the advertising presented to Users. Examples of such data include: (a) country, city, and other geo-location details based upon the IP address of the User; (b) category and keyword information based upon the Publisher website URL; and (c) other data from advertisers and data providers that would help in ad targeting (e.g., an advertiser that wants to advertise to Users who have previously visited the advertiser's website).

### **How we protect the Collected Information.**

Information that we collect is stored on servers that Adkernel solely manages, using standard security procedures and practices appropriate to the nature of the information in an effort to protect information from unauthorized access, destruction, use, modification, or disclosure. If we learn that we have unexpectedly stored personal information (e.g., if we become aware that a URL that we store contains personal information), we will use commercially reasonable efforts to anonymize or purge this information.

### **Opt-Out**

Interest-based advertising gives advertisers the chance to show ads that are relevant to you based on your online web browsing behavior. With interest-based advertising, you receive ads and offers that are more likely to be useful to you. Advertisers may also use other information they have or acquire about users' interests. You can opt-out of interest-based advertising. If you choose to opt-out you will still see ads, but it is more likely those ads won't be relevant to you. Interest-based advertising does not depend on information that is personally identifiable to you, such as your name, address, phone number, etc.

When you opt-out, an opt-out cookie will be stored in your web browser. Our Platform will know the choice you have made when it sees your opt-out cookie, and will apply your choice to all ads served by the Adkernel Platform. If you block or delete the opt-out cookie, the Platform will not see your choice. The opt out cookie may not work if your browser is configured to block third-party cookies. If you delete your cookies, you will need to opt out again. There are browser plugins to help you preserve your opt out cookies. The opt out only applies to the browser in which you set it. For example, if you set the opt out while using Firefox, but then use Chrome, the opt out will not be active in Chrome. To opt out in Chrome, you will need to repeat the opt out process. The opt out does not block or delete cookies, or prevent the use of cookies or other technologies for purposes other than selecting ads based on your interests as inferred by your online behavior. If you opt out, data may still be collected about your web browsing activities and you will still see advertising. Ads may be selected, for example, based on the content of the web page in which they are shown. If you wish to block or delete cookies altogether, you can use web browser settings to do so.

### **Your Consent to Text Message and Telephone Marketing**

By submitting your telephone number on the Website, you expressly authorize us our applicable Advertisers and Publishers and their agents and partner companies to contact you, at the telephone number you provide, with informational and marketing messages and telephone calls including those sent via automated telephone dialing system, text messages, SMS, MMS, picture messages, live and prerecorded telephone calls, including on landlines and wireless numbers, even if the phone number you provide is on a corporate, state, or national Do Not Call list. Your consent is not required to purchase goods or services. Message and data rates may apply. You may revoke your consent at any time by contacting us at the contact details below.

### **Do Not Track Disclosures**

Third parties such as advertising networks, analytics providers, and widget providers may collect information about your online activities over time and across different websites when you access or use our Service. Currently, various browsers offer a "Do Not Track" option, but there is no standard

for how Do Not Track should work on commercial websites. Due to the lack of such standards, the Site does not respond to Do Not Track consumer browser settings.

### **Third Party Sites**

Please be aware that other websites and services, including the websites of third parties that you connect with through our Website or Service, may collect personally identifiable information about you. This Privacy Policy does not cover the information practices of those third-party websites, services, or applications, and therefore we have no responsibility or liability for their content and activities. You should be aware that such third-party applications may share user information. We may use third-party services such as Google Analytics to help us understand how users use the Website or Service and to improve the ways in which we interact with users, including the refinement of interest-based ads displayed to users. Such services, including Google Analytics, may collect information about your use of the Website or Service through cookies, advertising identifiers, and other technologies. The collection and use of data by such third parties, including Google Analytics, are subject to their privacy policies.

### **Provisions for European Economic Area Residents**

If you are a European resident, you have the right to access personal information we hold about you and to ask that your personal information be corrected, updated, or deleted. If you would like to exercise this right, please contact us through the contact information below.

Additionally, if you are a European resident, we note that we are processing your information in order to fulfill contracts we might have with you (for example if you register with the Site), or otherwise to pursue our legitimate business interests listed above. Additionally, please note that your information will be transferred outside of Europe, including to United States and other countries.

### **Provisions for United States Citizens**

This section contains disclosures required by the California Consumer Privacy Act (“CCPA”) and applies only to “personal information” that is subject to the CCPA.

Other states, and especially Colorado, Connecticut, Utah and Virginia, have enacted comprehensive consumer data privacy laws. The laws have several provisions in common, such as the right to access and delete personal information and to opt-out of the sale of personal information, among others. You may contact us with respect to your rights under the laws applicable to you to our Email address below.

### **General Provisions – for all Users**

#### **Changes to Policy**

From time to time, we may revise this Privacy Policy. Therefore, it is recommended that you read it periodically. All substantial changes made to this policy will be notified on the website, at our sole discretion, and will take effect immediately.

#### **Governing Law**

This Privacy Policy is governed by and construed in accordance with the laws of Israel. You agree to submit any dispute arising out of your use of this Web site to the exclusive jurisdiction of the courts of Israel.

#### **Contact us**

Please direct all questions in connection with this Policy via e-mail to: [info@datadrives.ai](mailto:info@datadrives.ai)