

Myplay – Privacy Policy

Myplay takes the privacy of Users of the Website and its Services very seriously. The following terms teach of the way in which the Company uses the information gathered by it when Users use the Website or which is provided to it by the Users. The privacy policy constitutes part of the agreement of terms of use of the Website, and by using the Website and the Services, you agree to the following terms:

1. All terms in the privacy policy hereinafter, shall have the meaning given to them in the document of the terms of use.
2. **Consent**: use of the Website constitutes consent on your part to all terms set forth in this privacy policy. Any provision of information to the Website constitutes consent on your part to use, disclose, expose and gather the information in accordance with the terms set forth in this privacy policy.
3. **Provision of details**: the Website and the Services provided in its framework require signing up and providing personal details, such as your name and your email address. You are not obligated by law to provide the information, however without providing it we will not enable you to receive certain Services, which require registration and provision of details as stated. Feeding the personal details on the Website shall constitute consent on your part to provide the details, and you shall not be able to make a claim or request against the Website in this regard. Providing your details when signing up to the Service constitutes a declaration on your part regarding their correctness.
4. **Videos and User Content uploaded to the Website**: Myplay is entitled to save videos and User Content uploaded by you to the Website.
5. If the data you provide to the Website are personal, it shall be kept in the Company database, in accordance with the Privacy Protection Act.
6. If you believe that your privacy was violated while using the Website, or for any other question regarding this policy, please inquire with the Company via email on: info@myplay.com, and we will respond within 7 business days.
7. **The information gathered about you**: Myplay is entitled to save the details which shall be provided by you when signing up to the Website or its Services (any identifying information, including name, telephone number, residential address, email address), User Content as well as information about your usage and purchase patterns, information or advertisements you have read, IP addresses by which you accessed the Service, the type of operating system you use, the type of end device you own, the location of the computer by which you accessed the Website, the means of payment you used and more (“**the Information**”). The Information shall be kept in the Company database as required by law.
8. **Use of the Information**: the Company is entitled to keep the Information in its databases and to use it only in accordance with this privacy policy and in accordance with the provisions of any law, for the following purposes:
 - 8.1. The proper operation of the Services on the Website and developing the activity

therein, as it shall be from time to time;

- 8.2. Improving and enriching the Services offered on the Website and adapting them, as much as possible, to User preferences (especially by statistical information which does not identify you personally);
- 8.3. Supervising, controlling, developing and maintaining the quality of the Services, their level and propriety;
- 8.4. For the Company purposes, including service and surveys, segmented advertising, statistical research and analysis and improving the Website service, among others using external companies which gather and analyze statistical information about use of websites;
- 8.5. Contacting you;
- 8.6. Creating personal areas on the Website which you can adapt to your preferences;
- 8.7. Advertising, marketing and sales promotion, and producing activities and events, providing direct mailing services, and sending marketing and advertising material to you, including on behalf of third parties, based on Information which shall be in our possession, in accordance with your consent;
- 8.8. Adapting notices, advertisements and Content presented to you when visiting the Website;
- 8.9. Performing any legal use of the Information in accordance with the provisions of the law or your consent;
- 8.10. Upholding the provisions of any law.

9. **Providing Information to a third party**: the Website shall not transfer to third parties the Information gathered about your activity, inasmuch as this Information identifies you personally, except in the cases set forth hereinafter:

- 9.1. The Company shall be obligated by law to provide your details or the Information about you to a third party, including in accordance with a judicial order or the instructions of a competent authority;
- 9.2. When you purchase products or services on websites by third parties, or participate in another joint activity by the Company and a third party;
- 9.3. In case you violate the Website's terms of use or act on the Website or with regards thereto contrary to the provisions of the law;
- 9.4. In any dispute, claim or legal proceeding, if there shall be any between you and the Company;
- 9.5. If the Company shall believe that providing the Information is necessary in order to prevent substantial damage to you, to the Company or to a third party;
- 9.6. In case the Company merges with any third party whatsoever, including transferring the Company activity to a third party or to a body to which it assigns the rights

granted to it pursuant to these Terms, provided that the terms of this privacy policy are kept.

10. Receiving Advertising Information and Direct Mailing

Upon signing up to the Website and subject to your approval of the Terms of service, including your confirmation that you agree to receive advertising information, the Company shall be entitled to send you, from time to time, via email or any other way, general updates and advertising information, whether information on behalf of the Company itself and whether information from other advertisers. This information shall be sent to you subject to your consent. If you are not interested in continuing to receive this information as stated, you could revoke your consent at any time, as specified on any notice of mailing and advertisement which shall be sent to you.

11. Use of “Cookies” and Similar Means

11.1. Use of the Website and the Services included therein constitutes consent on your part to the fact that the Company could perform computerized supervision of your use of the Services by placing “cookies” and web beacons in advertisements or similar means, for the purpose of the Website’s ongoing and proper operation, including for the purpose of gathering statistical data about use of the Website and verifying details, in order to adapt your use of the Website to your personal preferences as well as for information security.

11.2. You have the option to avoid creating “cookies” by changing the definitions on your browser. For this purpose, please consult the browser’s help file. However, remember that disabling cookies might result in your inability to use some of the Services and applications on the Website or on other websites.

12. Third Party Services

12.1. Certain Services on the Website, such as services related to Facebook and YouTube API Services, are in fact managed by bodies other than the Company. In these cases, the Services are provided or operated not via the Company computers alone, but rather via the other bodies as stated. Third party terms of use : <https://policies.google.com/privacy>, <https://myaccount.google.com/permissions?pli=1>.

12.2. Thus, for example, the Website is expected to enable you to use various applications even on other websites (such as the social media website Facebook), which may inform third parties, including other users on social media websites, that you were exposed or have read certain content published on any of the Company websites. It is hereby clarified, that by approving the relevant application, you confirm that it was brought to your information and that you shall not have any claim towards the Company in this regard.

12.3. The company is entitled to be assisted by third parties, including advertising

companies, for the purpose of presenting advertisements on the Website or providing other services. It is possible that these parties use information about your online activity (which does not include personal Information, as it is defined above), among others in order to provide advertisements for products and services which may interest you.

12.4. Without derogation to the foregoing, you confirm that you are aware that your activity on the Website may enable third parties, such as online search engine, to rely on the nature of your activity as stated, in order to present to you adapted advertisements in the framework of online activity, even outside of the Website, as an inseparable part of their ongoing activity and in the absence of any affinity to the Company's activity. The activity of third parties as stated is subject to the privacy policy used by them alone, and is done in their full and exclusive responsibility, without the Company having any responsibility whatsoever for it.

13. Information Security

The Company ensures upholding the provisions of any law, including the provisions of the Privacy Protection Act, and ensures that its systems and websites are managed under a proper level of information security. The information security minimizes the risks for unauthorized access to Company computers or databases which shall keep Information about the Website Users and thwarts possible violation of their privacy, but they do not grant absolute immunity under any condition against infiltration or disruption as stated. Therefore, you hereby declare that you shall not have any claim or request against the Company or anyone on its behalf due to damage, faults or disruptions as stated.

14. Right to View the Information

In accordance with Article 13 of the Privacy Protection Act, 5741-1981, any person is entitled to view, by himself or by his proxy authorized in writing or by his guardian, the Information about him kept in a database. A person who has viewed the Information about him and has found it to be incorrect, incomplete, unclear or outdated, may approach the owner of the database in a request to amend the Information or delete it.

An inquiry as such shall be referred to the Company via email: info@myplay.com.

15. Changes to the Privacy Policy

Myplay is entitled to change its privacy policy from time to time. If a material change is made to provisions dealing with the use of the personal Information you have provided, a notice in this regard shall appear on the Company Website.