

PRIVACY POLICY

This Privacy Policy applies to **Silver Castle Ltd.**, (the “**Company**”) Terms of Use (the “**TOU**”) available at www.silvercl.com, in connection with the Services (as defined in the TOU) and governs data collection and usage therein and in connection thereto. By downloading, accessing, browsing, using, or otherwise submitting information in connection with the Services, you acknowledge and consent to the practices outlined in this Privacy Policy and the collection and use of information by the Company subject to the terms set forth below.

1. Collection of Private Information/Data

1.1 Company may view, collect, receive and store any information, data and other details submitted, uploaded, posted, transmitted, communicated, shared or exchanged by you through downloading, registering to and using the Services (collectively “**Private Information**”). Private Information may include without limitation:

Your name, e-mail address, country, language, user ID for Facebook or any other social network, other contact details, financial information, expenses, cash flow, stock and reservation of goods, sales, your participation in promotion/sales/competition activities, payment methods and other commercial information and any other information you choose to provide).

1.2 Certain types of information which is automatically received, collected and recorded by Company whenever you interact with the Company by browsing the Website and/or using the Services, including certain “traffic data” on its server logs from your browser or mobile device, such as your IP address, MAC address, browser type, domain names, access times, date of registration, last sign in, purchase history within the Application, your “International Mobile Equipment Identity” (“**IMEI**”) and geolocation information when using the application;

1.3 Anonymous demographic information, which is not unique to you, such as your ZIP code, age, gender, preferences, interests and favorites;

1.4 Information that you provide while submitting any content through the Website Including photos, logos, text and other elements

If you use the Website by logging in through Facebook or other social network, we also may receive personal information about you from the social network.

2. Use of Private Information

2.1 Company may monitor, collect, retain and use any of the Private Information as follows:

- Using the traffic data collected by Company for quality control reasons by way of helping diagnosis of problems with its servers.
- Producing statistics and statistical information regarding use of the Website and/or the Service and conveying such statistic information to third parties according to Company's discretion. No identifying details shall be provided to any third parties, subject to the exceptions specified herein.
- Processing your inquiries and responding to your requests, as well as performing the Services.

2.2 The Company may use the Private Information to provide, customize and personalize the Service and to detect and/or prevent fraud. The Company may also use such information for promotion purposes, such as to offer certain products or services of the Company or of others. The Company may also contact users via surveys for examination of current or potential services and/or functionalities of the Service.

2.3 Company may, from time to time, contact you, whether for itself or on behalf of third parties about a particular offering that may be of interest to you. The Company may contact you by post, e-mail, telephone or fax for these purposes but your unique personally identifiable information (e-mail, name, address, telephone number) shall not be transferred to such third parties unless necessary in order to provide the Services. In addition, Company may share such unique personally

identifiable information with third parties who are service providers for the Company bound by confidentiality undertaking, engaged by Company to help Company perform statistical analysis, send users email or postal mail or provide customer support. All such third parties are prohibited from using your personal information except to provide these services to Company, and they are or shall be (as the case may be) required to maintain the confidentiality of your information.

2.4 Company may monitor and keep track of your use of the Services in order to determine popularity of certain features and functionality of the Services. Company may use this data to improve, customize and personalize its services, user experience improvement and optimization purposes, and deliver customized content and advertising within the Application to users whose behavior indicates that they are more interested in a particular subject area.

2.5 You are entitled to request in writing that your information be deleted from any and all of Company's data bases. You hereby acknowledge, however, that such removal of your Private Information may result in your inability to use all or some of the Services and you shall not have any claim against Company with respect to your inability to use the such Services due to the foregoing.

2.6 Any such Private Information collected by Company shall not be disclosed to any third party without your prior written consent, subject to the exceptions specified herein. Company will disclose any of the Private Information, to third parties, only if: (a) Company is required to do so by law, or court order, injunction or decree; or (b) Company believes in good faith that such action is necessary to conform to or comply with the provisions of any law or with legal proceedings, to protect the rights or property of Company and/or to protect the personal safety of users of the Company's services, or the public; or (c) in case of dispute between you and the Company; or (d) to verify your identity and prevent or detect fraud; or (5) upon your consent.

3. Other Web sites

the Application may contain links to third party Websites or services, which are specifically governed by their own terms of use and privacy policy, which are outside the Company's control and are not covered by this Privacy Policy. If you access other sites using the links provided on the Website, the operators of these sites may collect information from you which will be used by them in accordance with their own privacy policy that may differ from this one.

4. Use of Cookies

4.1 The Website may use "cookies" (whether of the Company or of third parties) to help you personalize your online experience. A cookie is a text file that is placed on your hard disk by a web page server.

4.2 One of the primary purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to tell the web server that you have returned to a specific page. For example, if you visit Company's Website, a cookie helps Company to recall your specific information on subsequent visits. This simplifies the process of recording your personal information. When you return to the Website, the information you previously provided can be retrieved, so you can easily use the features that you customized.

4.3 You have the ability to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the interactive features of the Company's Website and/or the Service.

5. Security of your Personal Information

Company reasonably secures the personally identifiable information you provide from unauthorized access, use or disclosure, on computer servers in a controlled and secured environment, protected from unauthorized access, use or disclosure. However, you acknowledge that the information protection

systems are not immune from any breaches or sabotage, and third party may make unlawful and harmful use of our servers and information stored thereon, including, but not limited to, uploading malicious files of any kind, viruses, worms, Trojan horses and the such, copy and corrupt or otherwise make unauthorized use of the information. You agree that the Company shall not be liable in any way to any damage whatsoever that may result of any such third-party behavior.

6. Changes to this Policy

Company may update this Privacy Policy from time to time, by placement of an updated policy in the Application, without giving any prior notice. The Privacy Policy published at any given time shall automatically replace the former Privacy policy and shall govern the relations between Company and users.

7. Contact Information

Company welcomes your comments regarding this Privacy Policy. If you believe that Company has not adhered to this policy, please contact Company by electronic mail at contact@silvercl.com, and we will use commercially reasonable efforts to attend your comment.

8. Access rights

To obtain a copy of the Personal Information the Company holds about you, please write with full details to us according to the contact details as set forth above.

9. Transfer of Data Abroad

Company's servers are cloud based. If you are using the Services from a country other than where the Private Information is stored, your communications with us may result in the transfer of information across international boundaries, possibly in multiple occasions, including, without limitation, from the EU to the US. By visiting the Website and/or using the Services and communicating electronically with us, you consent to such transfers.

10. Miscellaneous

This Privacy Policy shall be governed exclusively by the internal substantive laws of the State of Israel, without respect to any conflict of laws principles. Any claim or dispute between User and Company that arises in whole or in part in connection with this Privacy Policy shall be decided exclusively by a court of competent jurisdiction located in Tel Aviv, Israel.
