

## OrCam Technologies

### OrCam MyMe

### Privacy Statement

*Recently updated on February 2019*

We are committed to protecting and safeguarding our clients' and users' privacy and personal information.

This statement, which constitutes a part of our [T&C](#), and is a binding legal document, describes how OrCam Technologies, including its affiliates and subsidiaries (collectively, “**OrCam**” or “**we**”), processes Personal Data (as defined below) regarding our clients and Users in connection with services provided by us, including our website, the OrCam MyMe mobile application and the OrCam MyMe device (respectively, the “**App**”, the “**OrCam MyMe Device**” and together with services otherwise provided by us, the “**Services**”), the types of Personal Data we collect and process, to what purposes we use and process your Personal Data, how your Personal Data is protected, and with whom your Personal Data may be shared. Any capitalized words used and not defined herein, shall have the meaning ascribed to them in the T&C.

It is important for us to enable you to understand our Privacy Statement and your rights in connection with the Personal Data we hold about you. You should also be aware that we use cookies and similar technologies to collect and save information when you visit our website, available at: [www.orcam.com](http://www.orcam.com), to ensure that we give you the best possible experience. To learn more about the use of such technologies, please see our Cookie Policy below.

If you feel that a concern you have in connection with your privacy has not been met by the following Privacy Statement, please contact us at: [privacy@orcam.com](mailto:privacy@orcam.com) and let us know.

If you choose to purchase the OrCam MyMe Device, download the App, use, interact with, register or provide data to us in connection with the Services, you explicitly agree to the use of such data in accordance with this Privacy Statement. You may not use the Services or submit any data to us if you do not agree to any of the terms hereunder. This Privacy Statement shall not be construed in any manner to derogate from our T&C or any other agreement made by and between OrCam and you.

#### **THE HIGHLIGHTS:**

- **You are not required by law to provide us with any Personal Data. Sharing Personal Data with us is entirely voluntary.**
- **Our Services are intended for Users over the age of 16 or equivalent minimum age for providing consent to processing of Personal Data in the relevant jurisdiction. Children under such age are not permitted to register to or use our Services. If you are under such age you should cease to use the Services immediately.**
- **Our Services are intended to be used in the public domain and in places that do not violate third parties' privacy. Users should exercise discretion, common sense and consideration when using the OrCam MyMe Device and App. You should be aware that photographing**

people in certain locations may require their consent, and you agree to comply with such restrictions.

- You may be entitled to request to review, amend, erase or restrict the processing of your Personal Data, pursuant to data protection laws applicable to you. Please note that in case you request to erase or restrict the processing of your Personal Data, your use of the Services may be restricted or disabled.
- We do not sell, trade, or rent Users' Personal Data to third parties. We only share Personal Data with third parties in connection with the provision of the Services to our Users, or other limited circumstances specified herein.

The following topics are included in our Privacy Statement. You may click on any topic and be directed to the relevant information:

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## ***1. What is Personal Data, and what data is collected about me by OrCam?***

“**Personal Data**”, means any information which identifies or can be used to identify a natural person, including, but not limited to, first and last name, phone number, email address, IP address, billing information, facial photograph, etc.

OrCam collects the following types of Personal Data:

### ***1.1. Data you give us about yourself***

- 1.1.1. Through the website. When you contact us or purchase our products through our website, you will be requested to provide us with certain information, such as contact details (name, email address, ID, mailing address, and phone number), your location, payment details, date of birth, billing information, and other information.

- 1.1.2. When registering for an account on the App. We collect and process the information you provide during registration, such as your contact details, and other information explicitly requested during registration.
- 1.1.3. When contacting our customer service. If you contact our customer service for assistance in connection with any questions you may have or handling registration or warranty issues, as well as contact us for other purposes such as providing feedback, we will retain information provided to us by you in this context. Such information may include, in addition to your contact details and the nature of your customer service issue, data concerning your device model and serial number, your location, statistics regarding your operation with the device, and the way you operate your device.
- 1.1.4. When using the App and the OrCam MyMe Device. We also collect automatically certain information in connection with the use of the App and OrCam MyMe Device, such as hardware, software or internet network information, operating system, versions, settings (i.e. language), statistics regarding your use of the App and OrCam MyMe Device as well, location information, data regarding the date and time of your interaction with the App and OrCam MyMe Device, and additional information about the way you interact with the App, such as features used, pages visited, content viewed, down time, reset, etc. This information is used by us for diagnostic purposes, to analyze how the App and OrCam MyMe Device is used and to ensure the operation of our Services. The App may also request your approval to access certain data contained on your End-Device or online accounts (such as you contacts list, photos, etc.). By providing your consent to such access, you agree that we may access and process data included in such files and accounts, solely to provide you with the Services.

#### *1.2. Data collected about your contacts*

- 1.2.1. When using the OrCam MyMe Device for recognition of people you meet, certain data about such people is collected by the Device itself and not by OrCam – such data includes the Profile Data, a low resolution facial image, details you actively enter about them, data collected from your End-Device or online accounts, etc.

#### *1.3. Back up of Profile Data*

- 1.3.1. Profile Data may be encrypted and stored in our cloud services upon User's request, to provide our Users with back up of their content.
- 1.3.2. We do not access, review or monitor Profile Data. We do not use Profile Data or process it in any way other than providing the User with encrypted back-up of his/her data, and assistance in restoring User's password in case we are contacted by User who forgot his/her password.
- 1.3.3. You are solely responsible and liable for any Profile Data. OrCam does not control and is not aware of the content of any Profile Data, and shall not be responsible or liable in connection with such content.

#### *1.4. Data collected automatically*

When you visit our website or install our App, certain information will be collected automatically, using cookies, web beacons, and similar technologies. To learn more about the use of such technologies, please see our Cookie Policy below.

Personal Data collected automatically may include IP address, hardware, software or internet browser information, operating system, versions, settings (i.e. language), statistics regarding your use of our services and location. We also collect data regarding the date and time of your visit in our website, app and social media pages, information about the way you interact with our website or app, such as pages you visited, content viewed by you, etc.

In the event you purchased our products indirectly through a partner or distributor of OrCam, we may receive Personal Data about you in connection with such purchase and the use of our product. For example, when a distributor transfers data concerning a client in the context of customer support issues.

## **2. *What will OrCam do with my data?***

### **2.1. *Non-Personal Data.***

Non-Personal Data is used mainly for click stream analysis in order to constantly improve and maintain our Services, including among others, in order to measure and understand the level of engagement to our services, for general business analytics and in order to provide a more personalized experience and tailored content, for ensuring the technical functioning of our network, to help prevent fraudulent use of our Services and for developing new services.

### **2.2. *Personal Data.***

Personal Data is used only for the following limited purposes:

- 2.2.1. Provision of our Services and products to users, to communicate with users regarding customer service issues, or to provide updates with respect to material changes to this Privacy Statement or our Terms of Use.
- 2.2.2. Responding to questions or comments and to help resolve any problems.
- 2.2.3. For the purposes of our legitimate interests, to the extent permitted under applicable law.
- 2.2.4. To protect the security or integrity of our databases and the Services, and to take precautions against legal liability.
- 2.2.5. To improve our products and Services, and to develop new features, products and services.
- 2.2.6. To improve your experience on our website and mobile app, and customize our Services to your interests.
- 2.2.7. To protect and enforce our legal rights and the rights of our users and third parties.

Notwithstanding the above, Profile Data is only used by your OrCam MyMe Device itself automatically to provide you with the Services, including back-up services, and will not be used for any other purpose without your consent.

## **3. *Legal basis of processing Personal Data***

- 3.1. Certain processing activities conducted by us are based on the necessity of such activities for the performance of the agreement and obligations between us and our users. For example, we need your contact details and billing information in order to enable the purchase of our product. We also need certain information about you and the people you meet in order to provide you with the Services.

- 3.2. Other processing activities are based on the grounds that they are necessary for the purposes of our legitimate interests or the legitimate interests of third parties, except where such interests are overridden by the interests or fundamental rights and freedoms of data subjects.
- 3.3. There may be certain processing activities based on your consent to this Privacy Statement. In connection with such activities, you may rescind your consent at any time, by sending us an email to: [privacy@orcaml.com](mailto:privacy@orcaml.com).

Please note that in the event you rescind your consent to the processing of Personal Data, we may not be able to provide you with some or all of the Services and products.

#### **4. Sharing data with others**

##### *4.1. Non-Personal Data*

Non-Personal Data, aggregate and statistical or otherwise anonymized data may be shared without limitation with third parties at our discretion, such as Google Analytics. This information does not contain any Personal Data and is used to develop content and services for our Users.

##### *4.2. Personal Data*

We share Personal Data only under the following limited circumstances:

- 4.2.1. With our distributors and service providers, in order to provide high quality service to you, we will ask in some cases (depending on regions and some other cases like native language) a representative of OrCam (a distributor, consultant or other business partner) to be in touch with you regarding your inquiries and needs. In such cases we will share with this representative certain Personal Data – usually your name and contact details but also other relevant information.
- 4.2.2. With payment providers and financial institutions, who assist us in connection with validating payments and credit cards, in order to process your payments and complete your order.
- 4.2.3. With third parties who assist us in operating the Services, conducting our business, expanding our business or servicing you, and for personalizing your experience of the Services and products.
- 4.2.4. To comply with a legal requirement, for the administration of justice, to protect your vital interests or the vital interests of others, to protect the security or integrity of our databases or the Services and products, to take precautions against legal liability, or in the event of a corporate sale, merger, reorganization, dissolution or similar event, to enforce applicable Terms of Service, to address fraud, security, or technical issues, to protect against harm to the rights, property or safety of OrCam, our customers, or the public as required or permitted by law.
- 4.2.5. Otherwise, only with your prior consent.

#### **5. How does OrCam protect my Personal Data?**

All information collected by us, will be maintained in confidence and protected by using appropriate data protection mechanisms. We are taking appropriate actions to protect the data we process against accidental or unlawful destruction, loss, alteration, unauthorised disclosure of, or access to such data when

transmitted, stored or otherwise processed by us. We use customary software systems and procedures, whether by ourselves or by our business partners, including security and technical procedures to protect your Personal Data.

#### **6. *How long will OrCam retain my Personal Data?***

We reserve the right to retain any Personal Data for as long as reasonably necessary in order to: (i) fulfill the purposes described herein; (ii) in the defense or assertion of legal claims and liability; (iii) for the analyses and improvement of the Services and products; and (iv) to comply with applicable law. Non-Personal Data and statistical or anonymized data may be retained by us without limitation.

#### **7. *What can I do to control my Personal Data?***

There are multiple ways in which you can be in control of your Personal Data collected by us subject to applicable law.

- 7.1. **Reviewing and amending your Personal Data.** You are entitled to review your Personal Data. You may exercise this right by sending us a request in connection with your Personal Data to: [privacy@orcaml.com](mailto:privacy@orcaml.com). In the event any Personal Data is incorrect or outdated, you may update and correct such data by providing us with appropriate notification. You can ask us to receive a copy of the Personal Data we hold about you.
- 7.2. **Right of erasure and restriction.** You may also be entitled to request the erasure or the restriction of your Personal Data, and we will comply with such requests, to the extent required under applicable law.
- 7.3. **Personal Data Portability of Personal Data.** To the extent applicable to you and to the Services and products, you may request the portability of your Personal Data, and we will comply with such requests, to the extent required under applicable law.
- 7.4. If you cannot execute the above actions within our website, App, or the MyMe Device, you can also contact us at the below contact details.
- 7.5. You may also be entitled to file a complaint with the appropriate supervisory authority in connection with concerns you may have with regards to your privacy and Personal Data.

#### **8. *Will OrCam transfer my Personal Data internationally?***

Our databases are currently located in Ireland. Some of our processing activities are made in Israel. Please note that the European Commission has determined that the State of Israel ensures an adequate level of privacy and data protection, therefore, in accordance with the GDPR, the transfer of Personal Data to Israel is lawful and does not require any specific authorization.

Any further transfer of Personal Data outside the EEA to a third country (other than Israel) shall be made in accordance with applicable law, including by providing adequate protections, or otherwise implementing appropriate safeguards to ensure the protection of our users' privacy.

#### **9. *Persons under 16***

Our website, App, Services and products are intended for a general audience, and are not directed to persons under 16 years old. If a parent or guardian becomes aware that his or her child has provided us with Personal Data without their consent, he or she should contact us immediately. We do not knowingly collect or solicit Personal Data from people under 16 years old. If we become aware that a person under

16 years old has provided us with Personal Data without parental consent, we will delete such data from our databases.

***10. EU Users and Modifications to this Statement***

The provisions included in this Notice relating to matters regulated under the GDPR will apply only to the processing of Personal Data which is subject to the GDPR in accordance with the applicability provisions contained therein. If the GDPR does not apply to the processing of your Personal Data, some of the provisions above may not apply to you.

We may change this statement from time to time, as will be described in this statement. However, we will not derogate from any rights you have under this statement or applicable law without your prior consent.

***11. How can I contact OrCam?***

If you have any questions about this Privacy Statement or our data collection practices, please contact us at the following email address: [privacy@OrCam.com](mailto:privacy@OrCam.com)

OrCam Technologies Ltd.

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## Cookie Statement

*Recently updated on February 2019*

When you use our website, including through mobile devices, or our applications, we use cookies and similar technologies (such as pixel tags, JavaScript, tracking URLs, etc.) (collectively, “**Cookies**”), to ensure that we give you the best possible experience, by providing you with personalized information, remembering your preferences, helping you obtain the right information for you, to analyze traffic or for advertisement purposes. These technologies are either used by us directly, or by our business partners, including third party service providers and advertisers we work with. You can find out more about cookies and similar technologies, how we use them, and how to control them, below.

### ***What are Cookies?***

Cookies are small files – usually consisting of letters and numbers — placed on your computer, tablet, phone, or similar device, when you use that device to visit a website, including mobile website and our applications. Cookies are widely used by website operators to make websites operate, run more efficiently, and provide analytic information.

Cookies can be placed on your device by the website operator such as OrCam, when you visit OrCam's website, such Cookies constitute – “first party” Cookies, or by a party other than OrCam, in which case the Cookies will constitute – “third party” Cookies.

Cookies can be differentiated by their time of use:

– “**Session Cookies**” are Cookies that exists between the time you visit a website and the time you ended the particular browsing session. Session Cookies expire and are automatically deleted when you close your internet browser.

– “**Permanent Cookies**” are Cookies that stay on your device – they do not expire and are not automatically deleted when you close your browser. The length of time permanent Cookies stay on your device varies from Cookie to Cookie. We and others use permanent Cookies for a variety of purposes, such as to store your preferences so that they are available for the next visit, to keep a more accurate account of how often you visit our websites and applications, how often you return, how your use of our websites and applications may vary over time, and the effectiveness of advertising efforts.

### ***How do we use Cookies?***

The different types of Cookies we and our service providers may use, include:

- **Technical Cookies.** Cookies which are required for the operation of our sites. Such Cookies enable you to move around the websites and applications. Disabling these Cookies will negatively affect the performance of the session and may render various features and services unavailable.
- **Functional Cookies.** Such cookies are used to remember your preferences and thus help you use our websites and applications more effectively. For example, such Cookies enable you to log-into your personal area easily (without re-typing full identifiers each time you connect), allow you to create a shopping cart, and enable us to present our websites and applications in your preferred language. While these Cookies are not strictly essential, they significantly improve the performance of our websites and applications for your benefit.
- **Analytics Cookies.** These Cookies allow us to measure and analyze activities on our websites and applications. We may use such Cookies to understand what pages are often visited, to ensure



that visitors can easily find information relevant to them, and to understand the effectiveness of our advertising. We use such Cookies to optimize and improve our websites and applications, for example by counting the number of visitors and understanding how they navigate in our website when using it.

- **Targeting and advertising Cookies.** These Cookies record your online activities, including your visits to our websites and applications, the pages you have visited, and the links and advertisements you have clicked. Such Cookies are used to present you with personalized advertisements, and make the content displayed on our websites and applications more relevant to you. For examples, when you visit our websites or applications, we may cause an advertisement to be presented to you, on our websites or on other websites of our business partners.

### ***How to manage Cookies***

You can decide whether or not to accept certain Cookies. One way you can do this is through the settings section on your Internet browser or mobile device. Most mobile devices and Internet browsers allow some control of most Cookies through the settings section (please note that if you use your browser or device settings to block all Cookies you may not be able to access part or all of our websites and applications).

If you are located in the EEA when accessing our website, the use of Persistent and Third Party cookies will comply with the laws applicable to you.

If you have any questions about how we use Cookies not answered in this statement, you may contact us by sending us an email to: [privacy@OrCam.com](mailto:privacy@OrCam.com)

This Cookie Statement may be changed from time to time in OrCam's discretion. We will post any changes to this statement on our websites and applications.