

PRIVACY POLICY

Effective Date: 25/06/23

This Privacy Policy outlines the manner in which ItsApp2U Ltd. (also under the commercial name of “Deeper”) and its affiliates (“we” or “us”) collect, uses, retains, and discloses personal information received from users of our services, which are provided to you in accordance with our End-User License Agreement. We are committed to safeguarding the privacy and security of your personal data. By using our services and providing us with your personal information, you consent to the practices described in this Privacy Policy.

1. Purpose for Collecting Personal Information

We collect personal information for the following purposes:

- To process and fulfill orders made through our POS (Point of Sale) system
- To handle user inquiries and provide customer support
- To register business owners who choose to create an account
- For financial administration, invoicing, and processing orders
- For restaurant administration, including shift management and headcount
- To provide real-time updates on restaurant capacity
- To generate business intelligence information for business owners
- To improve, change, cancel, enrich, or adjust the services and content offered under the application or platform, as well as to send messages (including e-mail) to notify you of changes or improvements to the platform.
- Sending alerts and messages.
- For the purpose of our ability to verify that your use of the platform and/or services does not violate any law and/or cause any other damage, as well as in connection with any existing and/or anticipated legal proceedings.
- For the purpose of protecting you as the platform’s user and/or protecting any other third party.

2. Choice and Consent

2.1. By providing your personal information, you consent to its collection, use, and disclosure in accordance with this Privacy Policy. You have the choice to refrain from providing certain information; however, this may limit your access to certain features or services.

2.2. By making use of the platform or services, you consent that personal information of any third parties (including your customers) may be transferred to us, and that you have full consent, according to applicable law, to such transfer and use of personal information of third parties, and you undertake to present such consent of third parties at our first request. In addition, you declare and undertake that the personal information of any third parties (including your customers) you collect, is legally registered under the appropriate database, in the event that such registration is required according to applicable law. For the avoidance of doubt, in the event of a violation or breach of the

aforementioned, you undertake to indemnify us for any damage caused as a result, upon our first demand.

2.3. In the event you consent to a service of direct mailing by us to your customer(s), it is hereby expressly clarified that you are exclusively responsible for obtaining the recipients' consent to such mailing service in a documented manner, prior to choosing this service, and that this service is done for you and on your behalf. For the avoidance of doubt, in the event of a violation of the aforementioned, you undertake to indemnify us for any damage caused to us as a result of the violation upon our first demand.

3. Types of Personal Information Collected

The types of personal information we collect may include:

- User information (such as name, email address, phone number, identification number)
- Business-related information (such as store details, chain of stores, kitchen information, orders by you and your customers)
- Payment information (only vendor numbers)
- Demographic information, including location data.
- Statistical Analysis
- Usage and Consumption Habits and Data
- Information about your use of the platform and services, including downloading data from the platform, services and/or businesses you were interested in, content you viewed.
- Information about your customers, suppliers and employees.
- Information about the end device on which you used the platform or services, including identification data of that device, the operating system and the IP address.
- Any personal information you provide when contacting us, for any reason.

4. Methods of Collection

4.1. We collect personal information through the following methods:

Automatically collecting:

- Information provided by restaurant managers during the onboarding process
- Information input by workers into the PoS system

Manually Collecting:

- Upon submitting a request for contacting and/or reporting to support/security teams.

4.2. In addition, in order to allow us to collect said personal information, by actually registering for the platform or the services, you authorize our access to your Push Notifications and Device Information. We may ask you for additional personal information if it is necessary to provide you with the services or additional services you requested.

4.3. This notice constitutes a notice pursuant to Section 11 of the Israeli Protection of Privacy Law, 5741 – 1981.

5. Use, Retention, and Disposal

5.1. We use personal information for the purposes stated in this Privacy Policy. We retain personal information for as long as necessary to fulfill the identified purposes, unless a longer retention period is required or permitted by law. Disposal of personal information is done securely and in accordance with applicable laws and regulations.

5.2. It is hereby clarified that in addition to all the uses described hereunder, we may also use information that is not personal information that identifies you and/or the individuals for whom the information was collected, as well as transfer it to third parties worldwide, subject to applicable law and subject to the fact that it is not financial information (such as data payment) and/or other information that may identify you and/or the relevant individuals.

6. Access

You have the right to access, review, update, or delete your personal information held by us. To exercise this right, please contact us using the information provided below.

7. Disclosure to Third Parties

7.1. We do not sell, trade, or rent your personal information to third parties. However, we may share your information with trusted service providers who assist us in operating our services, conducting our business, or serving you, as long as they agree to maintain the confidentiality of your information.

7.2. In addition, we may transfer to a third party your personal information, information you provided when you registered to the platform or services, and the information collected about your activity on the platform in the following cases:

7.2.1. When the personal details are necessary for third parties who are our service providers, for the purpose of providing the services, and/or as part of our obligations towards those third parties, under the engagement agreement between them.

7.2.2. In the event of a legal dispute between you and/or third parties for whom the information was collected, as well as in the event that there is concern that you are violating the license agreement and/or may cause damage to us and/or anyone on our behalf and/or to third parties.

7.2.3. In the event that a judicial order is obtained ordering you to hand over your details or information about you to a third party.

7.2.4. In case of suspicion that you will violate any of the license agreements of the services and/or on the platform or attempt to perform illegal actions by using or in

connection with the platform and/or in cases where there is concern that you may cause any damage.

- 7.2.5. In the event that the activity of the platform is transferred, in any way, to another entity, provided that that entity undertakes to maintain your privacy in accordance with the provisions of this privacy policy.

7.3. For the avoidance of doubt, you consent to:

- 7.3.1. The transfer of information from your account such as credit details and related identification details and the like, for which the transfer of the details to a third party is required for the purpose of providing the service to you and/or billing you for the purchase of the service.

- 7.3.2. Activation of analytics services such as BigQuery, Google Analytics, and tracking features. The information that Google Analytics and BigQuery collect as a result of your use of the platform or services is subject to the terms of use and the privacy policy of Google Analytics as detailed in the links below:

<https://marketingplatform.google.com/about/analytics/terms/us/>

<https://policies.google.com/privacy>

- 7.3.3. Receiving messages, messages and/or updates related to us and/or the services.

- 7.3.4. Also, in cases where we allow third-party operators to manage the services and/or the platform in general for certain entities (hereinafter: the "operators"), then the operators will be allowed to collect and/or make use of personal information as if they were us for all intents and purposes regarding this privacy policy. The operators will be responsible for updating you insofar as your use of the platform and/or receipt of the services will be through the operator.

8. Security for Privacy

We implement reasonable security measures to protect your personal information from unauthorized access, disclosure, alteration, or destruction. However, no method of transmission over the internet or electronic storage is entirely secure, and we cannot guarantee absolute security. Neither we nor anyone on our behalf will be responsible for any damage caused due to the disclosure and/or leakage of personal information and/or any other damage related to the protection of privacy, whether direct or indirect.

9. Quality

We strive to maintain the accuracy and quality of your personal information. It is your responsibility to ensure that the information you provide is accurate, complete, and up to date.

10. Monitoring and Enforcement

We regularly monitor our data processing activities to ensure compliance with this Privacy Policy. If you have any concerns about our data practices, please contact us using the information provided below.

11. Changes to this Privacy Policy

We may periodically update this Privacy Policy to reflect changes in our data practices. We encourage you to review this Privacy Policy periodically for any updates.

12. Contact Us

If you have any questions or concerns regarding this Privacy Policy or our data practices, please contact us at: **privacy@deeper-cloud.com**.

By utilizing our services, you acknowledge that you have read, understood, and agreed to the terms of this Privacy Policy.

Last updated: 25/06/23