

WEARABLE DEVICES PRIVACY POLICY

IMPORTANT: BY USING WEARABLE DEVICES LTD.'S ("COMPANY" OR "WE") PROPRIETARY WEARABLE DEVICE ("DEVICE"), MOBILE APPLICATIONS, AND/OR ANY OF ITS ONLINE CONTENT OR SERVICES (TOGETHER WITH "DEVICE" SHALL COLLECTIVELY BE REFERRED TO AS "PRODUCTS AND SERVICES"), YOU ("YOU") CONSENT TO THE TERMS AND CONDITIONS OF THIS PRIVACY POLICY AND CONSENT THAT ALL PERSONALLY IDENTIFIABLE INFORMATION ("PII") THAT YOU SUBMIT OR THAT IS PROCESSED OR COLLECTED THROUGH THE PRODUCTS AND SERVICES MAY BE PROCESSED BY THE COMPANY AND ITS AFFILIATES IN THE MANNER AND FOR THE PURPOSES DESCRIBED IN THE FOLLOWING PRIVACY POLICY.

IF YOU DO NOT AGREE TO THE TERMS AND CONDITIONS SET FORTH HEREIN PLEASE DO NOT USE THE PRODUCTS AND SERVICES .

We recognize that privacy is important. This policy applies to all of the services, information, tools, features and functionality available in connection with the Products and Services offered by the Company or its subsidiaries or affiliated companies and covers how PII that the Company collects and receives, including in respect of any use of the Products and Services, is treated. If you have any questions about this policy, please feel free to contact us at: support@getmudra.com.

1. Information We Collect and How We Use It. In order to provide and improve our Products and Services , we may collect and process PII, including the following types of information:

- 1.1. **Information You Provide.** As part of your order, we ask you for personal and business information, including: name, email address, address, phone number, business address, business URL.
- 1.2. **User Communications.** When you send email or other communication to the Company, we may retain those communications in order to process your inquiries, respond to your requests and improve our Products and Services. We may send you push notifications with news and updates in respect of the Products and Services. We may also send you newsletters and promotional communications, you may opt-out of this service at any time by submitting a request at the link which is attached to the communication, or by emailing us to support@getmudra.com.
- 1.3. **User Information.** When you use our Products and Services, we may automatically receive and record information from your Device, including without limitation your IP address, geolocation data and the status of your Device. Our systems may automatically record and store technical information regarding the method and nature of your use of the Products and Services. An IP address is a numeric code that identifies your Device on a network. Your IP address is also used to gather broad demographic information. The Company uses all of the PII that we collect to understand the usage trends and preferences of our users.
- 1.4. **Aggregate and Analytical Data.** In an ongoing effort to better understand and serve the customers of the Products and Services, we often conduct research on our customer demographics, interests and behavior based on the PII and other information provided to us.

This research may be compiled and analyzed on an aggregate basis, and we may share this aggregate data with our affiliates, agents and business partners. This aggregate information does not identify you personally. We may also disclose aggregated user statistics in order to describe our devices, products and services to current and prospective business partners, and to other third parties for other lawful purposes.

- 1.5. **Analytics.** We may use third-party services and tools to monitor and analyze the use of the Products and Services and to improve our users' experience.

This includes Google Analytics, a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our Service. This data is shared with other Google services. Google may use the collected data to contextualize and personalize the ads of its own advertising network. For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page: <http://www.google.com/intl/en/policies/privacy/>.

- 1.6. **Biofeedback.** We automatically collect biofeedback from the use of the Device, including digital biopotential values from our sensors. These values are collected and used to define an indicator for Mudra gesture classifier and pressure regressor. We don't share this information, it is for internal usage. We use the info to "tune" our algorithms to the user's physiology and to improve the Mudra software. This information is stored on an aggregate basis for statistical, development and research uses.

2. **Updates and Upgrades.** Please note that we may change and update the Device's firmware remotely from time to time without notice.
3. **Children.** If you are a child under the age of 18, please do not use our Products and Services. The Company will not knowingly contact or engage with children under the age of 18. If you have reason to believe that a child has provided us with their PII, please contact us at the address given above and we will endeavor to delete that PII from our databases.
4. **Information Sharing.** The Company may share PII in the following circumstances: (a) as required for the provision, maintenance and improvement of the Products and Services; (b) if we become involved in a reorganization, merger, consolidation, acquisition, or any form of sale of some or all of our assets; and/or (c) to satisfy applicable law or prevention of fraud or harm or to enforce applicable agreements and/or their terms, including investigation of potential violations thereof.
5. **Information Security and Retention.** We follow generally accepted industry standards to protect against unauthorized access to or unauthorized alteration, disclosure or destruction of PII. However, no method of transmission or method of electronic storage, is 100% secure. Therefore, while we strive to use commercially acceptable means to protect your PII, we cannot guarantee its absolute security. We keep your PII only for as long as reasonably necessary for the purposes for which it was collected or to comply with any applicable legal or ethical reporting or document retention requirements.
6. **Data Integrity, Accessing and Updating Personal Information.** The Company processes PII only for the purposes for which it was collected and in accordance with this policy. We review our data collection, storage and processing practices to ensure that we only collect, store and process the PII

needed to provide or improve our Products and Services. We take reasonable steps to ensure that the PII we process is accurate, complete, and current, but we depend on our users to update or correct their PII whenever necessary. Nothing in this policy is interpreted as an obligation to store information, and we may, at our own discretion, delete or avoid from recording and storing any and all information.

Upon receipt of your written request and enough information to permit us to identify your PII, we will, if required by law, disclose to you the PII we hold about you. Upon your request, we will also correct, amend or delete any PII that is inaccurate. We do not charge for complying with a correction request, however, for all other requests, we may charge a small fee to cover its costs. We may decline to process requests that are unreasonably repetitive or systematic, require disproportionate technical effort, jeopardize the privacy of others, or would be extremely impractical, or for which access is not otherwise required.

- 7. Right to Be Forgotten.** You have the right to delete your PII in its entirety. However, we may postpone or deny your request if your PII is in current use for the purposes for which it was collected or for other legitimate purposes such as compliance with legal and retention obligations. If you wish to delete all information regarding your use of the Products and Services, please contact us at: support@getmudra.com.
- 8. Enforcement.** The Company regularly reviews its compliance with this policy. Please feel free to direct any questions or concerns regarding this policy or our treatment of PII by contacting us as provided above. When we receive formal written complaints it is the Company's policy to contact the complaining user regarding his or her concerns. We will cooperate with the appropriate regulatory authorities, including local data protection authorities, to resolve any complaints regarding the transfer of PII that cannot be resolved between the Company and an individual.
- 9. Changes to This Privacy Policy.** The Company may update this policy. We will notify you about significant changes in the way we treat PII by sending a notice to the email address that you provided to us or by placing a prominent notice on our website: www.getmudra.com. We encourage you to periodically review this policy for the latest information about our privacy practices.
- 10. Consent To Processing.** By providing any PII to us pursuant to this policy, all users, including, without limitation, users in the United States, Israel and member states of the European Union, fully understand and unambiguously consent to this policy and to the collection and processing of such PII abroad. The server through which your PII is processed may be outside the country from which you use the Products and Services and may be outside your country of residence. Some of the uses and disclosures mentioned in this policy may involve the transfer of your PII to various countries around the world that may have different levels of privacy protection than your country. By using the Products and Services, you consent, acknowledge, and agree that we may collect, use, transfer, and disclose your PII as described in this policy. If you do not consent to the terms of this policy, please do not use the Products and Services.
- 11. Questions.** If you have any questions about this policy or concerns about the way we process your PII, please contact us at support@getmudra.com. If you wish to delete all information regarding your use of the Products and Services, please contact us at: support@getmudra.com.

Last Date Updated: July 17, 2019.