

# NativeLOOK™ Ltd. Privacy Policy

*Last updated on October 14, 2020.*

This Privacy Policy discloses the policies of NativeLOOK™ Ltd. (“NativeLOOK,” “we,” “our,” or “us”). By accessing or using any NativeLOOK’s website (“Site”), i.e. nativelook.com, developer.nativelook.com, market.nativelook.com, cloud.nativelook.com, store.nativelook.com, and any other sub-domains, NativeLOOK smart jewelry (“Smart jewelry”) devices, such as smart pendant (“Smart pendant”), smart earring(s) (“Smart earring(s)”), smart bracelet (“Smart bracelet”), smart ring (“Smart ring”), smart badge (“Smart badge”), smart button (“Smart button”), mobile applications, and/or any of NativeLOOK’s other online or mobile products (“Services”), you agree to NativeLOOK’s Privacy Policy and that we may transfer and store your information.

IF YOU DO NOT AGREE TO THIS PRIVACY POLICY, PLEASE DO NOT USE THE SERVICES.

## **1. The Information we Collect**

Generally, we collect “Non-Personal Information” and “Personal Information.” Non-Personal Information includes information that cannot be used to personally identify you, such as anonymous usage data, general demographic information we may collect, referring/exit pages and URLs, platform types, preferences you submit and preferences that are generated based on the data you submit and number of clicks. The Personal Information includes your name, username, password, email address, postal address, phone number, mobile phone number, etc., which you submit to us through the registration process. How we collect and store information depends on Websites you visit, Activities in which you participate, and Services you use. Several categories of information are collected from you, as described as follows.

### **a) Information You Provide**

We may collect information about you during your use of the Services, including your name, username, password, email address, postal address, phone number, mobile phone number, payment information, device model and serial number, and other information you provide or post on our Services or allow us to access when you do certain things, such as:

- Provide registration information and/or create an account;
- Use our email;
- Enter a contest or sweepstakes, or register for a promotion;
- Contact customer support;
- Participate in our blogs or online forums;
- Connect with the Services or otherwise allow us to access certain information about you via a social networking service;
- Request certain features (e.g., newsletters, updates, and other products);
- Download or use one of our mobile applications;
- Apply for a job posting;
- Use NativeLOOK developer apps or developer blogs; or
- Post user-generated content.

Please be careful and responsible whenever you are online. Should you choose to voluntarily disclose information through the Services, such as via our blogs or public forums, that

information can be viewed publicly and can be collected and used by third parties without our knowledge and may result in unsolicited messages from other individuals or third parties.

**b) Automatically-Collected Information**

When you use the Services, there is some information that we collect automatically, as discussed in this section.

**c) Device Usage and Analytics Information**

We may automatically collect certain information about the computer or any devices you use to access the Services. As described further below, we may use third party analytics providers and technologies, including cookies and similar tools, to assist in collecting this information.

- *Website Data*

When you use our websites, we may collect and analyze information such as your IP address, browser types, browser language, operating system, the state or country from which you accessed the Services, referring and exit pages and URLs, platform type, the number of clicks, domain names, landing pages, pages viewed and the order of those pages, the amount of time spent on particular pages, the date and time you used the Services and upload or post content, error logs, and other similar information.

- *Mobile Device Data*

When you access the Services via a mobile device, we may collect information such as geolocation information (as described in the next section below), unique device identifiers (e.g., a UDID or IDFA on Apple devices like the iPhone, and iPad) and other information about your mobile phone or other mobile device(s), such as operating system, version, and time spent in different parts of our mobile app and other apps on your phone.

- *Developer tools*

If you use our developer tools, we may also collect information such as the software version number, the tools you use, error logs, project size, type of resources and APIs used, and how often you use them. When you use the NativeLOOK app store, we may collect information such as your user ID, device serial number, search queries, and the apps you downloaded or stored.

**d) NativeLOOK Email Services**

We may collect your authentication credentials or authentication token to retrieve your emails and to facilitate your replies and actions. We do not store the contents of your email messages or your authentication details on NativeLOOK's servers any longer than is required to send messages that you initiate. We also do not share them with third parties (other than our partner email and voice recognition providers so the messages can be transmitted) or use them for marketing purposes. If you no longer want to use these services, you can turn them off through your account settings.

**e) Location Information**

When you install our mobile app, you will be asked to grant access to your mobile device's geolocation data. If you grant such permission, we may collect information about your precise geolocation information (i.e., your real-time geographic location), and may use that information to customize the Services with location-based information and features. If you access the Services through a mobile device and you do not want your device to provide us with location-tracking information, you can disable the GPS or other location-tracking functions on your device, provided your device allows you to do this. See your device manufacturer's instructions for further details.

**f) Cookies and Other Electronic Technologies**

Like any other website, [www.nativelook.com](http://www.nativelook.com) uses 'cookies'. We use cookies and similar technologies, such as web beacons, to help us recognize you across different Services, improve your user experience, optimize our Services, increase security, analyse use and effectiveness of our Services, and serve and measure online marketing. Third parties may also place cookies and similar technologies on the Services. You can control cookies through your browser settings and other tools. By accessing and using the Services, you consent to the placement of cookies and beacons in your browser and HTML-based emails in accordance with this Privacy Policy and our Cookie Policy. We may also use local shared objects (also known as "Flash cookies") to assist in delivering special content, such as video clips or animation. Flash cookies are stored on your device, but they are not managed through your web browser. Please see the [Adobe website](#) for comprehensive information on how to delete or disable Flash cookies.

**g) Information from Third Parties**

We may obtain additional information about you from third parties such as marketers, partners, researchers, and others. We may combine information that we collect from or about you with information we obtain about you from such third parties and affiliates and information derived from any other subscription, product, or service we provide. If you connect to a third party network, platform, app, or service through the Services, you are authorizing us to collect, store, and use in accordance with this Privacy Policy any and all information that you agreed the social network or other third party could provide to us based on your settings on the third party social network or platform. Your agreement takes place when you connect with the third party network, platform, or service via our Services, and/or when you connect with one of our applications through one of these services.

**h) Anonymous or De-Identified Data**

We may anonymize and/or de-identify information collected by the Services or via other means so that the information does not identify you. Our use and disclosure of aggregated and/or de-identified information is not subject to any restrictions under this Privacy Policy, and we may disclose it to others without limitation for any purpose.

**2. How we Use the Collected Information**

We use the information that we collect in order to:

- a) Provide you with the services and products you have purchased or requested and send you information about your relationship or transactions with us;
- b) Notify you about new features of the Services, special events, and send you newsletters;
- c) Administer sweepstakes and contests;
- d) Generate and review reports and data about our user base and Service usage patterns;
- e) Analyse the accuracy, effectiveness, usability, or popularity of the Services;
- f) Provide you with support and improve the content and features of the Services or develop new Services;
- g) Personalize the content and marketing that you see on the Services;
- h) Permit you to obtain materials that enable you to develop applications if you use our developer services;
- i) Send you marketing emails about NativeLOOK products, software updates, and third-party products, software, and services that we believe may be of interest to you;
- j) Send you push notifications about NativeLOOK products and third party products and applications that we believe may be of interest to you on your mobile device if you have given us permission to do so;
- k) Update third party applications that you have downloaded;
- l) Help prevent fraud and enforce the legal terms that govern your use of the Services; and
- m) Administer and troubleshoot the Services.

### **3. How the Information is Disclosed and Shared**

We do not rent, sell, or share your information with third parties except as described in this Privacy Policy. We may share your information for the following purposes:

- a) We may share your information with our service providers who use your information on our behalf to assist in business activities such as delivering certain features or services, order fulfilment, payment processing, marketing, and other similar services. These third parties are prohibited from using your personal information for promotional purposes.
- b) If you choose to download or install third party apps, we may share your information with such third party apps to assist in providing the app. As explained in Section 8 below, any information collected by these third party apps is subject to their privacy policies.
- c) When you sign up to participate in a contest or sweepstakes, your information may also be provided to our sweepstakes or contest marketers, operators, or sponsors and the use of that information will be also governed by those marketers', operators', or sponsors' privacy policies or practices.
- d) We may disclose your information when we believe in good faith that such disclosure is necessary in response to any subpoenas, court orders, or other legal process we receive, or to establish or exercise our legal rights or to defend against legal claims.
- e) We may disclose your information when we believe it appropriate in order to investigate, prevent, or take action regarding possible illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, violations of the Terms of Service for the Services you accessed, and/or to protect our rights and property.

- f) As we continue to develop our business, we may sell, buy, merge or partner with other companies or businesses, or sell some or all of our assets. In such transactions, user information may be among the transferred assets.
- g) We may provide your identity and mobile device identifier to third party app store providers (e.g., Apple iTunes Store) to allow you to download our mobile apps.
- h) When we otherwise have your permission.

#### **4. Tailored Marketing and Online Analytics**

##### **a) Tailored Online Marketing**

Third parties whose products or services are accessible or marketed via the Services may also place cookies or other tracking technologies on your computer, mobile phone, or other device to collect information about your use of the Services in order to (i) inform, optimize, and serve marketing content based on past visits to our websites and other sites and (ii) report how our marketing content impressions, other uses of marketing services, and interactions with these marketing impressions and marketing services are related to visits to our websites. We also allow other third parties (e.g., ad networks and ad servers such as Google Analytics, DoubleClick and others) to serve tailored marketing to you on the Services, and to access their own cookies or other tracking technologies on your computer, mobile phone, or other device you use to access the Services. You may receive tailored marketing on your computer through a web browser.

If you are interested in more information about tailored browser marketing and how you can generally control cookies from being put on your computer to deliver tailored marketing (i.e., not just for the Services), you may visit the [Network Advertising Initiative's Consumer Opt-Out Link](#) and/or the [Digital Advertising Alliance's Consumer Opt-Out Link](#) to opt-out of receiving tailored marketing from companies that participate in those programs. To opt out of Google Analytics for Display Advertising or customize Google Display Network ads, you can visit the Google [Ads Settings](#) page.

Please note that to the extent marketing technology is integrated into the Services, you may still receive marketing content even if you opt-out of tailored marketing. In that case, the marketing content will just not be tailored to your interests. Also, we do not control any of the above opt-out links and are not responsible for any choices you make using these mechanisms or the continued availability or accuracy of these mechanisms.

When using a mobile application you may also receive tailored in-application marketing content. Each operating system, iOS for Apple devices, Android for Android devices and Windows for Microsoft devices provides its own instructions on how to prevent the delivery of tailored in-application marketing content. You may review the support materials and/or the privacy settings for the respective operating systems in order to opt-out of tailored in-application marketing. For any other devices and/or operating systems, please visit the privacy settings for the applicable device or contact the applicable platform operator.

##### **b) Online Analytics**

We may use third-party web analytics services on our Services, such as those of Google Analytics. These service providers use the sort of technology described in the Automatically-Collected Information section above to help us analyse how users use the Services, including by noting the third-party website from which you arrive. The information collected by the

technology will be disclosed to or collected directly by these service providers, who use the information to evaluate your use of the Services. We also use Google Analytics for certain purposes related to online marketing, as described in the following section. To prevent Google Analytics from using your information for analytics, you may install the Google Analytics Opt-Out Browser Add-on by [clicking here](#).

## 5. Communication Choices

Information collected by NativeLOOK is used for the purposes set forth in this Privacy Policy, and is subject to the choices discussed throughout this Privacy Policy. You will also have the ability to “opt-out” or unsubscribe from any NativeLOOK marketing communications via email or mail at any time using the contact information below. NativeLOOK also provides opt-out information in all marketing communications via an “unsubscribe” link in communication emails, which directly unsubscribes you from any further communication from NativeLOOK.

Please note that it may take us some time to process your requests consistent with applicable law. Note that you do not have the ability to opt-out of non-marketing communications that NativeLOOK sends if you are a registered user of our Services or if you have engaged in transactions with us.

## 6. Cookies

NativeLOOK uses technologies on our websites and mobile services (the “Services”) to collect information that helps us improve your online experience. In this Policy, we refer to these technologies, which include cookies, pixels, web beacons, gifs, and similar technologies as “cookies.” This Policy explains the different types of cookies on the Services and how you can control them. We may change this Policy at any time -- please take a look at the “Last Revised” date at the top of this page to see when this Policy was last updated. Any changes will become effective when we make the revised Policy available on or through the Services.

If you don’t want to receive cookies, you can change your browser settings as described below. If you use the Services without changing your settings, we’ll assume that you consent to receive cookies. Please note that some features of the Services will not work properly without cookies.

Cookies may be set by NativeLOOK when you use the Services, or they may be set by other sites or services that provide content and services on the pages you view (known as third-party cookies).

NativeLOOK uses cookies for a number of purposes, including:

- *Authentication:*

We use cookies to recognize you if you are logged in to the Services. This allows us to show you relevant information and personalize your experience.

- *Security:*

We use cookies to support or enable security features we have deployed, and to help us detect malicious activity and violations of our terms.

- *Functionality and Preferences:*

We may use cookies that allow us to remember the choices you make on the Services and to provide enhanced and more personalized features, such as customized webpages, remembering items in your shopping cart, saving your communication and language preferences, and helping you fill out forms.

- *Performance and Analytics:*

We use these cookies to improve how the Services work. For example, they can tell us the most frequently visited pages on our websites, overall patterns of usage on the Services, and any difficulties you have with the Services.

Performance cookies on the Services may include: [Google Analytics](#) and [Mixpanel](#).

- *Targeting and Online Marketing:*

We and our service providers may use cookies to deliver marketing content that we believe are more relevant to you and your interests. For example, we may use cookies to limit the number of times you see the same marketing content and to measure the effectiveness of our marketing campaigns. These cookies remember what you have looked at on the Services and we may share this information with others, such as marketers. In some circumstances, third-party marketers may use their own cookies to collect information about your activities on the Services, other sites, and/or the marketing content you have clicked on. This information may be used by them to serve marketing content that they believe are most likely to be of interest to you. Third-party marketers may also use this information to measure the effectiveness of their marketing content. We do not control these cookies and to disable or reject third-party cookies, please refer to the relevant third party's website. For more information about targeting and online marketing cookies and how you can opt out, you can visit [youronlinechoices.com/uk/your-ad-choices](http://youronlinechoices.com/uk/your-ad-choices) or [allaboutcookies.org/manage-cookies/index.html](http://allaboutcookies.org/manage-cookies/index.html).

Targeting and marketing cookies on the Services may include [DoubleClick](#), [AdRoll](#), [AppNexus](#), and others.

- *Third party plug-ins:*

To enhance the Services, we may also provide access to third-party services and plug-ins, such as the ability to link your NativeLOOK account to a social media account (e.g., Facebook). When you use these features, the third parties who control them may use cookies to make the feature work and to collect usage information.

- *DoubleClick DART Cookie:*

Google is one of a third-party vendor on our site. It also uses cookies, known as DART cookies, to serve ads to our site visitors based upon their visit to [www.website.com](#) and other sites on the internet. However, visitors may choose to decline the use of DART cookies by visiting the Google ad and content network Privacy Policy at the following URL – [http://www.google.com/privacy\\_ads.html](http://www.google.com/privacy_ads.html).

Third-party plug-in cookies on the Services may include [Facebook](#), [Twitter](#), and other social networks' cookies.

- *Flash Cookies:*

We may use local shared objects (also known as “Flash cookies”) to assist in delivering special content, such as video clips or animation. Flash cookies are stored on your device, but they are not managed through your web browser. Please see the [Adobe website](#) for comprehensive information on how to delete or disable Flash cookies.

You may refuse to accept cookies from the Services at any time by activating the setting on your browser which allows you to refuse cookies. Further information about the procedure to follow in order to disable cookies can be found on your Internet browser provider's website via your help screen. You may wish to refer to [allaboutcookies.org/manage-cookies/index.html](#) for information on commonly used browsers. Please be aware that if cookies are disabled, not all features of the Services may operate as intended.

## **7. Information Access and Retention**

You may email us to correct or change any information by using the contact information in *Section 12* below.

We will retain your personal information for as long as your account is active or as needed to provide you with the Services or any information you have requested. If you wish to cancel your account or request that we no longer use your information, contact us using the information below. After you cancel your account, we will retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

## **8. How we Protect Information**

We have put in place appropriate physical, electronic, and managerial procedures to safeguard and help prevent unauthorized access, to maintain data security, and to use correctly the information we collect online. These safeguards vary based on the sensitivity of the information that we collect and store.

Although we take appropriate measures to safeguard against unauthorized disclosures of information, we cannot assure you that personal information that we collect will never be disclosed in a manner that is inconsistent with this Privacy Policy.

## **9. Third Party and Marketing Content**

As part of the Service, we may provide links to or compatibility with other third-party websites or applications. However, we are not responsible for the privacy practices employed by those websites or the information or content they contain. This Privacy Policy applies solely to information collected by us through the Site and the Service. Therefore, this Privacy Policy does not apply to your use of a third party website accessed by selecting a link on our Site or via our Service. To the extent that you access or use the Service through or on another website or application, then the privacy policy of that other website or application

will apply to your access or use of that site or application. We encourage our users to read the privacy statements of other websites before proceeding to use them.

We also have relationships with third-parties to provide content, products, services, and functionality through the Services (including third party applications that you download). When you use any services provided by these third-party providers, the providers may collect information from and about you, in which case the provider's privacy policy (which may differ from this Privacy Policy) would apply. If you have any questions regarding the privacy policy of any of our providers, you should contact the provider directly for more information.

## **10. Processing of Information**

Your use of the Services may involve the transfer, storage and processing of your information to and in various countries around the world where our servers are located and our databases are operated that may have different levels of privacy protection than your country.

By using the Services, you consent to your information being transferred to our facilities and to the facilities of those third parties with whom we share it as described in our Privacy Policy.

## **11. Children's Information**

The Services are aimed at a general audience and are not directed to children under 13. We will not knowingly collect personal information directly from children under 13 years old without parental consent.

If we become aware that we have collected personal information directly from a child under 13 years old (without the necessary parental consent), we will delete the personal information provided by the child.

## **12. How to Contact Us**

If you have any questions, comments, or concerns regarding our Privacy Policy or practices, please send an email to [nativelook@nativelook.com](mailto:nativelook@nativelook.com).

## **13. Changes to this Policy**

We reserve the right to change this Privacy Policy at any time to reflect changes in the law, our data collection and use practices, the features of our Services, or advances in technology.

Please check this page periodically for changes. Your continued use of the Services following the posting of changes to this policy will mean you accept those changes.

If we make any material changes to this Privacy Policy, we will post the updated Privacy Policy here, or notify you by email/notice on our website before the changes become effective.