Welcome to the CyberAxo Privacy Policy

When you use CyberAxo services, you trust us with your information. This Privacy Policy is meant to help you understand what data we collect, why we collect it, and what we do with it. This is important; we hope you will take time to read it carefully. And remember, you can find controls to manage your information and protect your privacy and security at My Account.

Privacy Policy
Last modified: 26.04.2019

There are many different ways you can use our services – to search for and share information, to communicate with other people or to create new content. When you share information with us, for example by creating a CyberAxo. As you use our services, we want you to be clear how we're using information and the ways in which you can protect your privacy.

Our Privacy Policy explains:
- What information we collect and why we collect it.
- How we use that information.
- The choices we offer, including how to access and update information.

We've tried to keep it as simple as possible, but if you're not familiar with terms like cookies, IP addresses, pixel tags and browsers, then read about these key terms first. Your privacy matters to CyberAxo so whether you are new to CyberAxo or a long-time user, please do take the time to get to know our practices – and if you have any questions contact us.

Information we collect

We collect information to provide better services to all of our users – from figuring out basic stuff like which language you speak, to more complex things at seller product and keyword for product in marketplaces.

We collect information in the following ways:

- Information you give us. For example, many of our services require you to sign up for a CyberAxo Account. When you do, we'll ask for personal information, like your name, email address, telephone number or credit card , and company number, to store with your account.
- Information we get from your use of our services. We collect information about the services that you use and how you use them. This information includes:
  - Device information

- We collect <u>device-specific information</u> (such as your hardware model, operating system version, <u>unique device identifiers</u>, and mobile network information including phone number).
- Log information
- When you use our services or view content provided by CyberAxo, we automatically collect and store certain information in <u>server logs</u>. This includes:
  - details of how you used our service.
  - <u>Internet protocol address</u>.
  - device event information such as crashes, system activity, hardware settings, browser type, browser language, the date and time of your request and referral URL.
  - cookies that may uniquely identify your browser or your CyberAxo Account.
- When you use CyberAxo services, we <u>may collect and process information about your actual location</u>. We use various technologies to determine location, including IP address, GPS, <u>and other sensors</u> that may, for example, provide Google with information on nearby devices, <u>Wi-Fi access points and cell towers</u>.
- Local storage
- We may collect and store information (including personal information) locally on your device using mechanisms such as <u>browser web storage</u> (including HTML 5) and <u>application data caches</u>.
- Cookies and similar technologies
- We <u>and our partners</u> use various technologies to collect and store information when you visit a CyberAxo service, and this may include using <u>cookies or similar technologies</u> to identify your browser or device. We also use these technologies to collect and store information when you interact with services we offer to our partners, such as <u>advertising services</u> or CyberAxo features that may appear on other sites. Our Google Analytics product helps businesses and site owners analyze the traffic to their websites and apps. When used in conjunction with our advertising services, such as those using the DoubleClick cookie, Google Analytics information is <u>linked, by the Google Analytics customer or by Google, using Google technology, with information about visits to multiple sites</u>.

Information we collect when you are signed in to CyberAxo, in addition to information we obtain about you from partners, may be associated with your CyberAxo Account. When information is associated with your CyberAxo Account, we treat it as personal information.

How we use information we collect

We use the information we collect from all of our services to <u>provide</u>, <u>maintain</u>, <u>protect</u> and improve them, to <u>develop new ones</u>, and to <u>protect CyberAxo and our users</u>. We also use this information to offer you rank position for a keyword and a product.

When you contact CyberAxo, we keep a record of your communication to help solve any issues you might be facing. We may use your email address to inform you about our services, such as letting you know about upcoming changes or improvements.

We use information collected from cookies and other technologies, like <u>pixel tags</u>, to <u>improve your user experience</u> and the overall quality of our services. One of the products we use to do this on our own services is Google Analytics, and HotJar and Fb Pixel. For example, by saving your language preferences, we'll be able to have our services appear in the language you prefer. When showing you tailored ads, we will not associate an identifier from cookies or similar technologies with <u>sensitive categories</u>, such as those based on race, religion, sexual orientation or health.

We will ask for your consent before using information for a purpose other than those that are set out in this Privacy Policy.

CyberAxo processes personal information on our servers in many countries around the world. We may process your personal information on a server located outside the country where you live.

Information you share

Many of our services let you share information with others. Remember that when you share information publicly, it may be indexable by search engines, including Google. Our services provide you with different options on <u>sharing</u> and <u>removing your content</u>.

Accessing and updating your personal information

Whenever you use our services, we aim to provide you with <u>access to your personal information</u>. If that information is wrong, we strive to give you ways to update it quickly or to delete it – unless we have to keep that information for legitimate business or legal purposes.

We aim to maintain our services in a manner that protects information from accidental or malicious destruction. Because of this, after you delete information from our services, we

may not immediately delete residual copies from our active servers and may not remove information from our backup systems.

Information we share

We do not share personal information with companies, organizations and individuals outside of CyberAxo unless one of the following circumstances applies:

- With your consent
- We will share personal information with companies, organizations or individuals outside of CyberAxo when we have your consent to do so. We require opt-in consent for the sharing of any sensitive personal information.
- We provide personal information to our affiliates or other trusted businesses or persons to process it for us, based on our instructions and in compliance with our Privacy Policy and any other appropriate confidentiality and security measures.
- For legal reasons
- We will share personal information with companies, organizations or individuals outside of CyberAxo if we have a good-faith belief that access, use, preservation or disclosure of the information is reasonably necessary to:
    - meet any applicable law, regulation, legal process or enforceable governmental request.
    - enforce applicable Terms of Service, including investigation of potential violations.
    - detect, prevent, or otherwise address fraud, security or technical issues.
    - protect against harm to the rights, property or safety of CyberAxo, our users or the public as required or permitted by law.

If CyberAxo is involved in a merger, acquisition or asset sale, we will continue to ensure the confidentiality of any personal information and give affected users notice before personal information is transferred or becomes subject to a different privacy policy.

Information security

We work hard to protect CyberAxo and our users from unauthorized access to or unauthorized alteration, disclosure or destruction of information we hold. In particular:

- We restrict access to personal information to CyberAxo employees, contractors and agents who need to know that information in order to process it for us, and who are subject to strict contractual confidentiality obligations and may be disciplined or terminated if they fail to meet these obligations.

When this Privacy Policy applies

Our Privacy Policy applies to all of the services offered by SIGMA LIFE IT SRL.

Compliance and cooperation with regulatory authorities

We regularly review our compliance with our Privacy Policy. We also adhere to several <u>self regulatory frameworks</u>, including the EU-US and Swiss-US Privacy Shield Frameworks. When we receive formal written complaints, we will contact the person who made the complaint to follow up. We work with the appropriate regulatory authorities, including local data protection authorities, to resolve any complaints regarding the transfer of personal data that we cannot resolve with our users directly.

Changes

Our Privacy Policy may change from time to time. We will not reduce your rights under this Privacy Policy without your explicit consent. We will post any privacy policy changes on this page and, if the changes are significant, we will provide a more prominent notice (including, for certain services, email notification of privacy policy changes) . We will also keep prior versions of this Privacy Policy in an archive for your review.

Specific product practices

The following notices explain specific privacy practices with respect to certain CyberAxo products and services that you may use:

- Cyber Keyword Tracking
- Cyber Invoice