

# Privacy Notice

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Pairzon ('We' or 'Pairzon') values your privacy and wishes to let you know how it handles personal information.

## What does Pairzon do?

We support our Business Customers and help them, by generating and processing smart digital invoices for offline and online purchases.

Moreover, Pairzon processes the purchase data from the invoice, and generates insights from it. Those insights help our business Customers to achieve better understating of consumer behavior, needs and preferences ("The Services").

## Children

**The Services are not directed to individuals under 18.** As Pairzon only processes invoices, automatically, Pairzon does not knowingly collect or process personal information from individuals under the age of 18 – we have no control over consumer's purchases, or any direct interaction with them.

If you are a hold parental responsibility over an individual under 18 and believe your child has provided personal information to Pairzon, please contact the relevant brand or shop, if needed (our Business Customer).

## What kind of information we collect?

1. If you purchase from one of our Business Customer's, we may collect:
  1. Information needed to form and generate the requested invoice or receipt, such as your mobile number or e-mail address, and your purchase list.
  2. Information related to online purchase activity;
  3. Automatic-Passive information and meta-data, such as IP address, operating system, user/device id, geographic location information and type of device used.
2. According to our Customer's demand, we may store and log your consent given by you to our Business Customer, to receive the invoices and/or receipts via e-mail or text messages, or any other consent given by you to our Business Customer.
3. Business Customers – When engaging with us, we collect your representatives contact details – such as your name, position, telephone and e-mail address.

## Additional mobile and marketing considerations

If you have opted-in to receive text or e-mail messages from one of our Business Customers, you may opt-out by following the opt-out instructions it has provided, and by contacting the Business Customer.

## How do we collect information?

We collect information about you when you engage with our Business Customer and its brands, and upon receiving a digital receipt or invoice from it.

Business Customer – we collect the information any time you communicate with us.

You don't have to provide any of the above-mentioned information, but it is important to understand that without it – we will not be able to provide our services, in part or in full.

## How do we use the information collected?

We use the information to provide services to our Business Customers. Basically, if you engage with a brand that uses our Services, a Business Customer, we use the information we collect on behalf of, and as directed by it, to deliver the digital receipts to you, and the variable insights to it.

We may also log your consent to receive the digital receipts or any other, as instructed by our Business Customer. However, please note that we do not manage your consent or have any responsibility over its lawfulness.

Eventually, we may store information for legal compliance purposes, such as tax authorities demands or legal defense, or process the information in a way which will not identify you directly, as anonymous or aggregative information, to improve our services and future products – all under our legitimate interests.

## Retention

We may retain your information for the period consistent with with the purpose of the collection, as instructed by our Business Customer.

We may also retain your information as needed to pursue our individual purposes under our legitimate interests, as described above.

## Sharing of information collected

We may share information, as follows:

### For legal reasons

We may share your information if we reasonably believe that:

- (i) It is necessary to comply with a legal process or inquiry (such as a court order, subpoena, or search warrant) or any other legal requirements of any governmental authority;
- (ii) It would potentially mitigate our liability in an actual or potential lawsuit;
- (iii) It is necessary to investigate and prevent unauthorized transactions or other illegal activities; and/or;

### Service providers

We use a limited number of third-party service providers, who act as our sub-processors, to assist us in making our Services available. For example, we may share data with third parties who provide services to us, such as, analytics, and data storage services. These third parties may access, process or store personal data while providing their services to us.

### Affiliates and Partners

We may share information that will not identify you personally, such as information collected through, statistical information, aggregated information, etc., with our affiliates, subsidiaries, parent companies, partners or other affiliates of us, in order to deliver and improve the Services.

## How can I review or receive a copy of my information, or withdraw my consent to the processing of my personal data?

We operate as processors on behalf of our Business Customers, the brands that you have engaged with. For any inquiry relating to your Data Subject Rights, you may approach them directly.

## International Transfers

We may transfer, store, and process information about you on servers and databases located outside of your country of residence, which could have different data protection rules than those of your country of resident or the country in which you were located when you initially provided the information.

If you do not want your personal data transferred to the U.S. or EU, please do not submit any information to our Customers regarding our Services. When we transfer information on EU citizens outside the EEA, we conform with applicable regulations.

## Miscellaneous

We recommend that you review this privacy notice periodically, as we may update it from time to time. The use of our services constitutes your acknowledgment of the up-to-date privacy notice.

We are not responsible for and do not control the privacy practices of any of our Business Customers. We encourage you to review the privacy practices of each brand you engage. We welcome your feedback on our privacy practices. Please send any comments or questions to [info@pairzon.com](mailto:info@pairzon.com)