

Services Privacy Policy

1. General

- 1.1. We at My PWR LTD. (the “**Company**”, “**My PWR**”, “**We**”, “**Us**” or “**Our**”), are committed to securing your (“**You**”, “**Your**” or “**User**”) Personal Data (as defined below) and Your privacy. As part of this commitment, it is important for Us to be transparent about how We handle the information that We (or others on Our behalf) collect about Our users, when We collect information about them, and how We use such information.
- 1.2. This privacy policy (the “**Policy**”) provides information regarding the use of information that We collect about the users of Our Platform <https://www.mypwr.co.il/> (the “**Platform** ”), or application (the “**Application**”) and the services offered by the Company, collectively, the (“**Services**” or “**Platform**”).
- 1.3. This Policy is part of and should be read in conjunction with our Terms of Use: <https://mypwr.co.il/terms-of-use/>
- 1.4. In this Policy, any reference to “**Personal Data**” is to any information relating to an identified or identifiable natural person; an identifiable natural person is one who can be identified, directly or in combination with additional information that We have or that We have access to.
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2. When do We collect Personal Data about You?

- 2.1. We may collect Personal Data about You in the following circumstances:
 - When You access or use the Services;
 - When You register to our Services; and
 - When You interact with Us in any manner, including by sending messages through the Platform, signing up to Our newsletter or third party messaging applications or in any other manner.
- 2.2. In some instances, you will actively provide Us with the Personal Data, and in other instances, we will collect the Personal Data about you by examining and analyzing your use of Our Services and/or Our service channels.

3. No Obligation to Provide Personal Data

3.1. You are not obligated to provide Us with any Personal Data about You. However, in some instances, not providing such Personal Data will prevent Us from providing You with the Services You requested Us to provide You or will prevent Your use of the Services or a part thereof.

4. What types of Personal Data do We collect?

4.1. We (or others on Our behalf) may collect the following types of Personal Data about You:

When you are a User

4.2. Registration information and personal data – upon creation of an account with Us, You provide Us with certain information, including your full name, email address, name of Your high educating institution ("**Institution** ") (if applicable), as well as any other information as the Company may deem necessary to collect at the point of registration. While some of the details mentioned above are required fields in the pages of registration, others are not required, but We recommend that You complete them so that We can provide You with the best services We can;

When you are an Institution representative

4.3. As an Institution representative, we may collect Institution payment information, Your and the institution's full name, as well as any other information as the Company may deem necessary to collect.

When you are a prospect, User or an Institution representative

4.4. Platform usage information – whenever You use the Platform, We monitor Your use of the Platform and record Your activity. This information includes online activity log, traffic information (including, without limitation, IP address, time of access, date of access, web and mobile page(s) visited, language used, crash reports and type of browser used, information regarding the device You used. Some of this information may not identify You personally, and, therefore not constitute Personal Data.

4.5. Platform activity information – whenever You use the Services available on the Platform, we monitor Your use of the Platform and record Your activity. We may also gather Personal Data when You use the Platform such as courses You are performing or completed, videos or other items You have watched, Your reaction to the content available on the Services, when You choose to interact with Us, and the data You choose to share with Us or any other data related to You. The information that We gather about You in this context includes any activity that You perform through the Platform, including any Code transcript or text that You upload or provide to us in the context of the Platform.

Aggregate Information

4.6. We will also create statistical, aggregated and anonymized data relating to our Users and the Service for analytical purposes, including business development and Platform improvements. Aggregated data is derived from Personal Information and User Data but in its aggregated form, it does not relate to or identify any particular client or

individual or any specific user's data. This data is used to understand our customer base and to develop, improve and market our Services.

4.7. Communication information

When You contact Us, through any channel whatsoever, including the "Contact us" page, when You wish to register as a beta tester or when You subscribe to Our Newsletter, or any comments or interaction You make with the community platform, You may provide Us with Your full name, e-mail address, telephone number and Your description and the content of your communication with Us.

5. **The Purposes of The Processing Of Personal Data**

The Company processes Your Personal Data for one or more of the purposes outlined in this section and according to the appropriate legal basis.

The Company will not process Personal Data about You unless there is a legal basis for such processing.

The legal bases according to which the Company may process Personal Data about You are as follows:

- 5.1. **Processing is necessary for the purposes of the legitimate interests pursued by the Company or by a third party.** By way of example, for the purpose of improving Our Platform, we will use the data collected during the conversation and the content thereof to improve our Platform, or for the exercise or defence of legal claims.
- 5.2. **Your consent that the Company will process Personal Data about You for one or more specific purposes.** By way of example, for the purpose of sending marketing information to You.

6. **How do We use Personal Data?**

We may use Personal Data about You for the following purposes:

- To operate the Platform and provide the Services.
- To contact You for the purpose of operational requirements.
- To personalize content and/or offers to You.
- To respond to Your queries, requests and/or complaints.
- To send You materials regarding the Services, events and other information we think will be of interest to You, subject to Your consent.
- To analyze and improve the Services, as well as to develop and offer new ones.
- To analyze and track usage to determine the usefulness or popularity of certain content and to better understand the online activity of the Platform users.
- Monitor and analyze trends, usage and activities in connection with the Platform and the Services.
- To perform and maintain various activities supporting the offering and provision of the Platform, including, but not limited to, the Platform (such activities include back-office functions, business development activities, strategic decision making, financing management, etc.).

- To protect Our and third parties' interests, rights and assets, including detecting, investigating and preventing fraudulent transactions or unauthorized or illegal activities and initiation or exercise or defense of legal claims and preventing.
- To fulfil Our legal or regulatory requirements.

7. Sharing Of Personal Data to Third Parties

- 7.1. We will not disclose Personal Data about You to third parties except as detailed in this Policy.
- 7.2. We may transfer Personal Data to entities that control Us, entities that are under Our control, and/or to entities under common control or ownership with Us, as shall be from time to time (collectively the “**Group**”). Such entities may use the Personal Data to support the needs of the Group.
- 7.3. The Company may also share Personal Data about You with third parties that provide Us with the following services:
- Storage and hosting providers, including cloud computing services and data security services;
 - IP address information;
 - Analysis of user experience;
 - Support;
 - Marketing;
 - CRM data management;
 - Accounting and legal services;
 - Research, analytical, technical, and diagnostic services; and
 - Institutions You are studying in or You are part of.
- 7.4. We may also share Personal Data with third parties in one of the following circumstances:
- Upon Your consent or instruction;
 - In the event that we will be subject to an audit or a Due diligence process;
 - In the event that We sell, assign or transfer some or all of Our business or assets to a successor or acquirer, or if We are acquired by or merge with a third party, or if We file for bankruptcy or become insolvent, or any other situation where Personal Data may be sold, assigned or transferred to a successor or acquirer;
 - To protect Our rights, property and interest or those of third parties; or
 - To fulfil Our legal or regulatory requirements or to comply with a national authority request or a court order.
- 7.5. In the preceding twelve (12) months, We have not sold any Personal Data.

8. Retention

- 8.1. We will retain Personal Data about You only for as long as necessary for the fulfilment of the purposes for which such Personal Data is collected. We may retain

Personal Data about You for longer periods, if We find it necessary to comply with legal requirements applicable to Us.

9. Cookies and Trackers

- 9.1. We may use certain third-party services, such as analytics companies or companies delivering advertisements, which may also use cookies or other technologies, and those practices and providers are subject to their own policies.
- 9.2. Cookie (which is a small text file) is installed on the device via which You visit or access the Platform. The cookies allow Us to collect information about You and Your behaviour, in order to improve Your user experience, to remember Your preferences and settings, and to customize and offer You products and services that may interest You. Cookies are also used to collect statistics and perform analytics.
- 9.3. Some of the cookies We use are session cookies, which are downloaded temporarily to Your device and last until You close Your web browser, while others are persistent cookies, which last on Your device after You cease browsing the Service and are used to help the Service remember You as a returning visitor when You return to the Service.

Types of cookies:

The cookies We may use have been classified according to their functionality, as follows: The Cookies incorporated in our Platform are as follows:

Third Party	Name	Type	Function
Yes	Google analytics	Marketing Cookies.	Collects statistical data related to the user's website visits in general and website visits that are related to advertisement on Google platforms.
Yes	Meta Pixel	Marketing Cookies.	Collects statistical data related to the user's website visits that are related to advertisement on Meta platforms

Blocking and removal of cookies

You can change Your browser settings to block and delete some or all cookies. Please see below links to instructions on how to do this in respect of some of the most popular web browsers:

- [Firefox](#)
- [Edge](#)
- [Internet Explorer](#)
- [Google Chrome](#)
- [Safari](#)

Please note, however, that if You do so, some or all of the Service's features and functionalities might not perform as intended.

ONLINE TRACKING NOTICE

AT THIS TIME, THIS SERVICE DOES NOT SUPPORT DO-NOT-TRACK SIGNALS.

10. Security

10.1. We have implemented suitable security policies, rules and technical measures to protect and safeguard the Personal Data under Our control from unauthorized access, improper use or disclosure, unauthorized modification, or unlawful destruction.

11. Links to Other Websites

11.1. The Platform may contain links to websites and/or applications of third parties. Other websites and applications may also reference or link to Our Platform. We do not control such websites and applications, nor the collection and/or processing of Personal Data about You by such websites and applications, and thus We are not responsible for the privacy practices. This Policy does not apply to any actions taken via such websites and/or applications.

11.2. Whenever You access such third parties' websites and/or applications, We recommend that You carefully review their privacy policies prior to using such Platforms and/or applications and prior to disclosing any Personal Data about You.

12. Your Rights in Respect of the Personal Data

12.1. Generally, You have the right to request that We provide You with confirmation as to whether Personal Data about You is being collected by Us, to ask to review such data, to rectify the content if applicable and to erase the Personal Data no longer required by Us. You may also restrict Your consent to certain processing of Your Personal Data.

12.2. Where the legal basis for the processing of the Personal Data about You is consent, You may at any time withdraw Your consent for the purposes for which You provided Your consent by sending a notice free of charge to the following email address: [REDACTED]

- 12.3. Where You withdraw Your consent for the processing of Personal Data about You, We might not be able to provide You with some or all of the Services You requested or in the form intended to be provided to You, and You will have no claim in respect of that.
- 12.4. At any time, You may approach Us by sending a notice to the email address [REDACTED], in order to receive information concerning the Services performed by Us. This is so You can conclude that We may process the Personal Data about You on account of such processing being necessary for the purposes of the legitimate interests pursued by the Company or by a third party.
- 12.5. The Company may provide You with offers that are tailored for You specifically, in order to connect You to brands, products and services in ways that are important to You. This may include ads, offers and other sponsored content related to Our products and services or of third parties. This is done following the processing of Personal Data about You, in order to adjust the materials presented to You, on the basis of Your preferences, Behavior, characteristics and interests.
- 12.6. Similar analysis and conclusions are used to the extent that You agreed to receive marketing materials from Us, as such materials are tailored to offer You products and services which We think may be of more interest to You.
- 12.7. In addition, You may withdraw Your consent from receiving marketing materials via email at any time, by sending an email free of charge with the title “unsubscribe” to the following email address: [REDACTED]
- 12.8. Please note that if You opt out of receiving marketing communications from Us, We may still communicate with You from time to time if We need to provide You with non-marketing information about Our services or for other legitimate non-marketing reasons.

If You reside in the U.S.A, please read below with respect to the California Consumer Privacy Act (CCPA), California Privacy Rights Act (CPRA), the Virginia Consumer Data Protection Act (VCDPA), and the Colorado Privacy Act (CPA) rights You might have:

	Right	Scope
1	Right to know	<p>You have the right to receive the following information:</p> <ul style="list-style-type: none"> • The specific pieces of Personal Data We have collected about You. • What types of Personal Data collected; • categories of personal data collected; • What are the types of sources of the Personal Data collected; • the purpose of collecting the Personal Data;

		<ul style="list-style-type: none"> Types of third parties with whom We share Personal Data, if any; and
2	Right of Erasure	<p>You may ask Us to delete Your Personal Data and direct Our service providers to do so.</p> <p>Please note that We may not delete Your Personal Data if it is necessary to complete Our legal obligation to You to provide the Platform or Services otherwise protect Our legal rights, comply with an existing legal obligation; or use Your Personal Data, internally, in a lawful manner that is compatible with the context in which You provided the information.</p>
3	Right to non selling or sharing	You may ask Us to not sell or share Your Personal Data.
4	Right to Non-Discrimination for the exercise of Your privacy rights	You have the right to not be discriminated by Us because You exercised any of Your rights under the CCPA.
5	Right to designate an authorized agent to submit CCPA requests on Your behalf	You may designate an authorized agent to make a request under the CCPA on Your behalf. To do so, You need to provide the authorized agent written permission to do so and the agent will need to submit to Us proof that such agent has been authorized by You. We will also require that You verify Your own identity, as explained below.

In order to exercise Your rights, please contact us using the following details:
[REDACTED];

If You are an EEA resident, please read this section below:

12.9. You are entitled to the following rights in respect of the Personal Data about You. To exercise such rights, You may send a request to exercise Your rights to the following email address: [REDACTED].

12.10. We will grant Your right to receive information on how Personal Data about You is processed by Us; to rectify any inaccuracy in Your Personal Data; to erase Your Personal Data processed and stored by Us; to restrict the processing thereof or object thereto if applicable under the circumstances; the right to receive the Personal Data about You, which You have provided to the Company, in a structured machine readable manner and the right to withdraw Your consent when such is the legal basis of our processing.

12.11. We may reject Your requests where the request harms the rights and freedoms of others or comply with legal requirements applicable to Us. We may also charge a reasonable fee where applicable.

12.12. You will also have the right to lodge a complaint with a supervisory authority established by a Member State to protect the fundamental rights and freedoms of natural persons in relation to the processing of Personal Data within the European Union.

12.13. Please note that We may need to receive Personal Data from You in order to verify Your identity prior to allowing You to exercise Your rights.

13. Transfer of Personal Data

13.1. Personal Data about You may be transferred to a third country (i.e. jurisdictions other than the one You reside in) or to international organizations. In such circumstances, the Company shall take appropriate safeguards to ensure the protection of Personal Data about You and to provide that enforceable data subject rights and effective legal remedies for data subjects are available.

13.2. If You are an EEA resident, please note that these safeguards and protection will be available if any of the following are met:

- The transfer is to a third country or an international organization that the EU Commission has decided provides an adequate level of protection to the Personal Data that is transferred to it pursuant to Article 45(3) of Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 ("GDPR");
- The transfer is according to a legally binding and enforceable instrument between public authorities or bodies pursuant to Article 46(2)(a) of the GDPR; or
- The transfer is in accordance with standard data protection clauses adopted by the EU Commission pursuant to Article 46(2)(c) of the GDPR.

You may request that the Company provide You with details concerning the safeguards employed by it to protect the Personal Data about You that are transferred to a third country or an international organization, by sending an email to the following address:

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14. Changes to the Policy

14.1. We may amend, from time to time, the terms of this Policy. Whenever We amend this Policy, we will notify You of such amendments by publishing the updated Policy on the Platform. In addition, when We make significant amendments to this Policy, we will strive to inform You about such amendments via means of communication We believe are reasonably appropriate to inform You of such amendments and, by publishing a notice about such amendments on the Platform. Unless stated otherwise, all amendments will enter into force upon publication of the updated Policy on our Platform or the designated page on the Platform.

15. Contact Us

15.1. For any queries relating to this Policy and data protection, please contact Us at:

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Last updated: August, 2023.

