

## PRIVACY POLICY

This privacy policy (the “**Privacy Policy**”) describes how JOY ISRAEL O.I. (2016) LTD (the “**Joy**”) treats information that it collects or receives from you (the “**Users**” or “**you**”) through its website <https://joyventures.com>, and any other website operated by Joy, collectively the “**Website(s)**”). By using any of Joy’s Websites, you agree to be bound by this Privacy Policy. In case you are entering into this agreement on behalf of another legal entity, such other legal entity shall be considered the User, and you represent that you have the power and authority to agree to this Privacy Policy for such entity. This Privacy Policy is a part of Joy’s Terms of Use, governing the use of the Website, which is available at <https://joyventures.com>. This Privacy Policy explains our practices and the choices you can make, about the way your information is collected and used in connection with the Website or other communication channels with Joy through the Website.

### 1. **No Legal Obligation to Provide Information**

For avoidance of doubt, a User is not legally obligated to use the Website, or to disclose any information whatsoever to Joy. However, if a User chooses to use the Website, provision of certain information is a pre-requisite for such use of the Website.

### 2. **Types of Information Collected**

Joy may collect both Personally Identifying Information and Non-Identifiable Information (together “**Information**”). For the purposes of this Privacy Policy, “**Personally Identifying Information**” shall mean any information that may be used, either alone or in combination with other information, to personally identify an individual, including, but not limited to, a first and last name, a personal profile, an email address, a home or other physical address, telephone number, tax information, bank account details or other contact and/or financial information. “**Non-Identifiable Information**” shall mean information collected regarding the use of the Website or other interactions with Joy which does not enable identification of an individual User.

### 3. **How Joy collects Information**

Joy may collect Information during your online and offline interactions with Joy and via any of its Websites, such as, without limitation, by monitoring parameters of a User’s use of the Websites with the use of certain tools, when a User communicates with Joy through the Website, by email, when User applies for certain functions on or through the Website or otherwise, including by the following measures:

3.1. **Joy collects cookies, analytic tools and log files:** for the purpose of analytics, analysis, to provide you with information that is customized for you and to improve the Website, Joy is using the following tools:

Cookies. The Website may utilize “cookies”, anonymous identifiers and other tracking technologies in order to present you with customized information. A “cookie” is a small piece of code that may be used to collect information about activity on the Website. Certain cookies and other technologies may serve to recall Personally Identifying Information, such as IP address. Most browsers allow you to control cookies, including whether or not to accept them and how to remove them. You may set most browsers to notify you if you receive a cookie, or you may choose to block cookies with your browser.

Google Analytics. The Website may utilize “Google Analytics” to collect information about usage of the Website. Google Analytics collects general usage information such as how often users visit this site, what other sites are visited prior to coming to this Website, and what pages are visited. We use the information collected from Google Analytics to maintain and improve the Website. Google’s ability to use and share information collected by Google Analytics about your visits to the Website is restricted by the Google Analytics Terms of Service, available at <http://www.google.com/analytics/terms/us.html/>, and the Google Privacy Policy, available at <http://www.google.com/policies/privacy/>. You may learn more about how Google collects and processes data specifically in connection with Google Analytics

at <http://www.google.com/policies/privacy/partners/>. You may prevent your data from being used by Google Analytics by downloading and installing the Google Analytics Opt-out Browser Add-on, available at <https://tools.google.com/dlpage/gaoptout/>.

### **3.2. When you apply to Joy’s academic grant program:**

By applying to a certain grant call via an online form that we make available or by sending an email to an email address that we display, you may be required to provide us with certain information such as your name and email address, resume, current research progress, financial information, business plans and any other data as may be required under the terms of any Grant Call, published by Joy from time to time. We collect the information you provided and any additional information that may be further provided in connection with your grant application. We collect such information in order to evaluate your application, evaluate potential engagements or relationships with you and for general input regarding the field of emotional wellness.

### **3.3. When you apply for a job position:**

The Website may include publications or links to positions, vacancies and job descriptions at Joy and at Joy’s portfolio companies. By applying for a position with Joy, you will be required to submit certain Information, including contact information, email, resumes, references and the like, which will be collected and stored by Joy for the recruiting process.

If you decide to apply for a position at one of Joy’s portfolio companies, please note that Joy will (i) not be responsible for the availability or description of the position, (ii) not be involved in the recruiting process nor shall become, the employer or job offeror with respect to such positions, and (iii) not and shall not become responsible or liable for the personal information (such as resumes, interviews etc.) provided in the connection with the recruiting process.

### **3.4. When you subscribe to our newsletter:**

If you choose to subscribe to Joy’s newsletter. Joy will collect your name and email address for the purpose of sending you Joy’s news, publications, communications and newsletter. You can opt-out from such subscription at any time, by clicking the “un-subscribe” link at any communication, and completing the unsubscribe process.

### **3.5. When you contact us (e.g. for more information about Joy):**

By submitting an online form that we make available or by sending an email to an email address that we display, you may be required to provide us with certain information such as your name and email address, and any other data you decide to provide us with (including any business or financial information). We collect the information you provided and any additional information that may be provided further in connection with Joy’s treatment of your application, maintaining our communication and business relations and providing you with certain services.

## **4. How Information is Used**

In addition to the Information and purposes described in each section above, Joy may use Information collected by it for any of the following purposes:

- (a) To develop, deliver, and improve the Website;
- (b) To customize and personalize the Website for you and to enhance the User experience;
- (c) To provide you with information about Joy or any related services that might be of interest;
- (d) To communicate with you including responding to any queries, complaints or questions submitted to us;
- (e) To send important notices, such as communications about the Website, and changes to terms, conditions, and policies;
- (f) To examine and analyse any business offer or proposal or grant application you present to us, continue a business discussion and/or prepare or formalize a transaction with you as well as

perform our agreements with you or any other relevant parties, or otherwise provide a service to you. Please note that even if any business information and/or proposal and/or application is dismissed or ignored at a certain point in time, we may store it for some time thereafter to consider potential business opportunities and for any other purpose as described in this Privacy Policy;

- (g) To compile statistical information and insights related to performance or use of the Website, and use such statistical information and insights (including without limitation for research purposes or public use in aggregated non identifying form).
- (h) For marketing purposes, including without limitation, to send Users information and to alert Users to new developments, promotions, specials, products or Website or other activities, announcements, promotions, and newsletters, and to personalize same; and to administer same.
- (i) To identify or locate a User using the Website in order to facilitate the other purposes specified in this section;
- (j) To monitor and analyse information regarding User browsing and viewing preferences and to diagnose problems of the Website;
- (k) For fraud prevention, internal operations, legal compliance, and other public and security related purposes; and

## **5. Sharing Information with Third Parties**

Joy may share User's Information with Joy's third-party service providers to comply with applicable law, legal proceedings, regulation or governmental request.

Transfer User's Information to Joy's shareholders, partners, investment committee members and/or affiliates for the purpose of storing or processing such information on our behalf in accordance with this Privacy Policy. Such information may be transferred to other countries, according with applicable law.

Disclose User's Information or any information you submitted through the Website or other communication channels if such information is helpful or necessary to: (1) comply with any applicable law, regulation, legal proceedings or governmental request; (2) enforce our Terms of Use; (3) detect, prevent, or otherwise address fraud or security issues; or (4) protect against harm to the rights, property or safety of Joy, our users, yourself or the public.

Transfer User's Information to a successor entity of Joy by way of merger or acquisition of Joy's applicable assets (for any use permitted hereunder), provided such successor entity will be bound by the requirements of this Privacy Policy with respect to its use of such Information.

The Information may be transferred as detailed above, to other countries, subject to applicable law.

Joy may use information which does not enable identification of an individual User, such as aggregated information about the use of the Website or disclose it to third party service providers in order to improve the Website, including to advertisers and partners.

## **6. Links to and Interaction with Third-Party Sites/Products**

The Site may enable you to interact with, or may contain links to, other third-party websites, mobile software applications and services that are not owned or controlled by Joy (each a "**Third Party Sites**"). Joy is not responsible for the privacy practices or the content of such Third-Party Sites. Accordingly, we encourage you to read the terms and conditions and privacy policy of each Third-Party Site that you choose to use or interact with. User further acknowledges that use of any Third Party Sites is not governed by this Privacy Policy.

## **7. Protection of Information**

Joy is committed to protect the security of its Users' Information and takes commercially reasonable measures to assure information security. However, no method of internet transmission or electronic

storage is 100% secure and Joy cannot guarantee the Information's absolute security. By using the Website, User expressly agrees that Joy will not be liable for any third-party action, misuse, abuse or infringement of data and information security.

**8. Representations**

Information you provide us with does not and shall not violate, breach or infringe any third party right or applicable law. You have displayed all the required privacy policies, and have all the required permissions from, all the relevant individuals mentioned in, or related to, the Personally Identifying Information or such other information to permit Joy to use such information in accordance with this Privacy Policy.

**9. Retention and Removal of Information**

A User may contact Joy through the address specified below in order to remove certain Information attained from such User, subject to applicable law (removal of Information however may impair or prevent User's continued use of the Website and/or treatment of application for position or grant). Unless requested by a User as aforementioned, Joy may retain Information for an unlimited period for uses in accordance with this Privacy Policy (but is under no obligation however to retain Information for any given period whatsoever).

**10. Contact**

We are committed to protecting your privacy. If you have any comments or questions regarding our Privacy Policy, or your Personally Identifying Information that we may be storing and using, please contact us at: [info@joyventures.com](mailto:info@joyventures.com).

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