

LIGHTRICKS PRIVACY POLICY

1. OUR POLICY

Welcome to Lightricks Ltd. (“**Lightricks**”, “**we**”, “**us**” and/or “**our**”). This privacy policy (this “**Privacy Policy**”) has been created to provide information about our company, its photo sharing and how we and some of the companies we work with collect, use, share and protect information in relation to our mobile services, web site (the “**Site**”), and any software provided on or in connection with Lightricks services (collectively, the “**Service**”) to our users (“**you**”, “**your**”) and your choices about the collection and use of your information, including personally identifiable data (“**Personal Data**”).

By using our Service you understand and agree that we are providing a platform for you to post content, including photos, comments and other materials (“**User Content**”), to the Service and to share User Content publicly. This means that other Users may search for, see, use, or share any of your User Content that you make publicly available through the Service, consistent with the terms and conditions of this Privacy Policy and our Terms of Use (which can be found at <http://facetuneapp.com/files/facetune-privacy.pdf>) (the “**Terms**”). You must agree to the Terms prior to using the Service or any features or functionality available through the Service. By using the Service you confirm that you agree to these Terms. If you do not agree to these Terms do not use the Site.

2. INFORMATION WE COLLECT

When you interact with us through the Service, we may collect Personal Data and other information from you, as further described below:

Personal Data That You Provide Through the Service: We collect Personal Data from you when you voluntarily provide such information such as when you register for access to the Service (for example, name and email address), use certain features of the Service, contact us with inquiries or respond to one of our surveys.

By voluntarily providing us with Personal Data, you are consenting to our use of it in accordance with this Privacy Policy. If you provide Personal Data, you acknowledge and agree that such Personal Data may be transferred from your current location to the offices and servers of Lightricks and the authorized third parties referred to herein located in Israel and/or other countries.

Non-Identifiable or Aggregated Data: When you interact with Lightricks through the Service, we receive and store certain non-personally identifiable information (for example, geo-location and device ID). Such information, which is collected passively using various technologies, cannot presently be used to specifically identify you. Lightricks may store such information itself or such information may be included in databases owned and maintained by Lightricks affiliates, agents or service providers. In addition, we may collect information about your use of our Site and Service such as your IP address, browser information, page visitation history, crash diagnostic reports, device information, computer information, usage pattern information, operating system information, location information, timestamp information and any other anonymous information about the nature and frequency of your use of our Site and Service.

In operating the Service, we may also use a technology called “cookies.” A cookie is a piece of information that the computer that hosts our Service gives to your browser when you access the Service. Our cookies help provide additional functionality to the Service and help us analyze Service usage more accurately. For instance, our Service may set a cookie on your browser that allows you to access the Service without needing to remember and then enter a password more than once when you are using the Service. On most web browsers, you will find a “help” section on the toolbar. Please refer to this section for information on how to receive notification when you are receiving a

new cookie and how to turn cookies off. We recommend that you leave cookies turned on because they allow you to take advantage of some of the Service's features.

3. OUR USE OF YOUR PERSONAL DATA AND OTHER INFORMATION

Lightricks uses the Personal Data you provide in a manner that is consistent with this Privacy Policy. If you provide Personal Data for a certain reason, we may use the Personal Data in connection with the reason for which it was provided. For instance, if you contact us by email, we will use the Personal Data you provide to answer your question or resolve your problem. Also, if you provide Personal Data in order to obtain access to the Service, we will use your Personal Data to provide you with access to such services and to monitor your use of such services. Lightricks and its affiliates ("**Related Companies**") may also use your Personal Data and other personally non-identifiable information collected through the Service to help us improve the content and functionality of the Service, to better understand our users and to improve the Service. Lightricks and its Related Companies may use this information to communicate with you regarding the Service or to tell you about services (including those of our trusted partners) that we believe will be of interest to you. If we do so, marketing communications we send you will contain instructions permitting you to "opt-out" of receiving future marketing communications. In addition, if at any time you wish not to receive any future communications or you wish to have your name deleted from our mailing lists, please contact us as indicated below. Note however that as a user of the Service you cannot opt-out of some administrative communications that are reasonably necessary to the Service, such as billing or service notifications.

If Lightricks intends on using any Personal Data in any manner that is not consistent with this Privacy Policy, you will be informed of such anticipated use prior to or at the time at which the Personal Data is collected.

4. OUR DISCLOSURE OF YOUR PERSONAL DATA AND OTHER INFORMATION

Lightricks is not in the business of selling your information. We consider this information to be a vital part of our relationship with you. There are, however, certain circumstances in which we may share your Personal Data with certain third parties without further notice to you, as set forth below:

Business Transfers: As we develop our business, we might sell or buy businesses or assets. In the event of a corporate sale, merger, reorganization, dissolution or similar event, Personal Data may be part of the transferred assets.

Related Companies: We may also share your Personal Data with our Related Companies for purposes consistent with this Privacy Policy.

Agents, Consultants and Related Third Parties: Lightricks, like many businesses, sometimes hires other companies to perform certain business-related functions. Examples of such functions include mailing information, maintaining databases and processing payments. When we employ another company to perform a function of this nature, we only provide them with the information that they need to perform their specific function.

Legal Requirements: Lightricks may disclose your Personal Data if required to do so by law or in the good faith belief that such action is necessary to *(i)* comply with a legal obligation, *(ii)* protect and defend the rights or property of Lightricks, *(iii)* act in urgent circumstances to protect the personal safety of users of the Service or the public, or *(iv)* protect against legal liability.

5. EXCLUSIONS

This Privacy Policy does not apply to any Personal Data collected by Lightricks other than Personal Data collected through the Service. This Privacy Policy shall not apply to any unsolicited information you provide to Lightricks through the Service or through any other means. This

includes, but is not limited to, information posted to any public areas of the Service, such as bulletin boards, any ideas for new products or modifications to existing products, and other unsolicited submissions (collectively, “**Unsolicited Information**”). All Unsolicited Information shall be deemed to be non-confidential and Lightricks shall be free to reproduce, use, disclose, distribute and exploit such Unsolicited Information without limitation or attribution.

6. CHILDREN

Lightricks does not knowingly collect Personal Data from children under the age of 13. If you are under the age of 13, please do not submit any Personal Data through the Service. We encourage parents and legal guardians to monitor their children’s Internet usage and to help enforce our Privacy Policy by instructing their children never to provide Personal Data through the Service without their permission. If you have reason to believe that a child under the age of 13 has provided Personal Data to Lightricks through the Service, please contact us, and we will endeavor to delete that information from our databases.

7. LINKS TO OTHER WEB SITES

This Privacy Policy applies only to our site and the Service. Our Site and our Service may contain links to other web sites not operated or controlled by Lightricks (“**Third Party Sites**”). The policies and procedures we described here do not apply to the Third Party Sites. The links from the Service do not imply that Lightricks endorses or has reviewed the Third Party Sites. We suggest contacting those sites directly for information on their privacy policies.

8. INTEGRATING THIRD PARTY SERVICES WITHIN THE SERVICE

You may have the opportunity to access or interact with our Site and Service through Third Party Sites that offer social networking opportunities and products. Consequently, your Personal Data may be shared with those Third Party Sites and their products and those Third Party Websites and products may share your Personal Data with us. If you click on a link to a Third Party Site or product when using our Site or Service, you will leave our Site and Service and go to the Third Party Site or product you selected. If you choose to provide your information directly to Third Party Sites and products, your information will be governed by the policies of those Third Party Sites and products and Lightricks shall have no liability or responsibility for the privacy practices or other actions of any third party website or service.

9. SECURITY

Lightricks takes reasonable steps to protect the Personal Data that we collect and maintain. We follow generally accepted industry standards to protect the Personal Data submitted to us, both during transmission and once we receive it. When you enter sensitive information (such as a credit card number) on any form supplied to you by Lightricks Inc., we encrypt that information using secure socket layer technology (SSL). However, no Internet, email or other electronic transmission is ever fully secure or error free and while we strive to use commercially acceptable means to protect your Personal Data, we cannot guarantee its absolute security. If you have any questions about security on our Site or Service, you can send us an email at privacypolicy@lightricks.co.il.

10. OTHER TERMS AND CONDITIONS

Your access to and use of the Service is subject to the Lightricks Terms of Service which can be found at <http://facetuneapp.com/files/facetune-terms.pdf>.

11. CHANGES TO LIGHTRICKS'S PRIVACY POLICY

The Service and our business may change from time to time. As a result, at times it may be necessary for Lightricks to make changes to this Privacy Policy. Lightricks reserves the right to update or modify this Privacy Policy at any time and from time to time without prior notice. Please review this policy periodically, and especially before you provide any Personal Data. This Privacy Policy was last updated on the date indicated above. Your continued use of the Service after any changes or revisions to this Privacy Policy shall indicate your agreement with the terms of such revised Privacy Policy.

12. INTERNATIONAL USERS

If you are accessing the Site and/or Service from the United States, Europe, Asia or any other region with laws or regulations governing personal data collection, use and disclosure that differ from the laws of Israel, please be advised that through your continued use of the Site and Service, which is governed by laws of Israel and this Privacy Policy as incorporated in our Terms of Use, you will be transferring your Personal Data into Israel and you consent to that transfer.

13. ACCESS TO INFORMATION; CONTACTING LIGHTRICKS

To keep your Personal Data accurate, current, and complete, please contact us as specified below. We will take reasonable steps to update or correct Personal Data in our possession that you have previously submitted via our Site and the Service.

Please also feel free to contact us if you have any questions about Lightricks's Privacy Policy or the information practices of the Service.

You may contact us as follows: contact@lightricks.com.