

## Privacy Policy

This is the privacy policy (“**Privacy Policy**”) that governs how we, Multeez Ltd. (“**Multeez**”, “**we**”, “**our**” or “**us**”), use Personal Information (defined below) that we collect, receive and store about individuals in connection with the use of the website <https://multeez.com/>, and any other website that we operate (each, together with its sub-domains, content and services, a “**Site**”). The Site and the services within are collectively referred to herein as the “**Services**”.

1. **Introduction.** We have implemented this Privacy Policy because your privacy, and the privacy of other users, is important to us. This Privacy Policy explains our online information practices and the choices you can make about the way your Personal Information is collected and used in connection with the Services. “**Personal Information**” means 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, or other contact information.
2. **Terms of Use.** This Privacy Policy forms part of our Terms of Use which are available at <https://multeez.com/wp-content/uploads/2021/07/Terms-of-Use.pdf> (“**Terms**”). Any capitalized but undefined term in this Privacy Policy shall have the meaning given to it in the Terms.
3. **Consent and Modification.** You are not legally obligated to provide us Personal Information, and you hereby confirm that providing us Personal Information is at your own free will. If you choose not to provide mandatory Personal Information, you may still visit parts of the Services but you may be unable to access certain options, programs, offers, and services that involve our interaction with you. If you do not agree to this Privacy Policy, please do not access or otherwise use the Services. We reserve the right, at our discretion, to change this Privacy Policy at any time. Such change will be effective ten (10) days following posting of the revised Privacy Policy on the Site, and your continued use of the Services thereafter means that you accept those changes.
4. **What Personal Information We Collect and How We Collect It.** We do not currently require you to provide Personal Information in order to have access to general information available on the Site. But, we do receive and/or collect Personal Information from you in the following ways:
  - 4.1. Join our mailing list. If you fill out the form from the “Request an invite” tab in order to join our waiting list, you will be required to provide us with certain information such as your name, email address, telegram username and interests.
  - 4.2. ‘Contact Us’ Information. If you send us a “Contact Us” request, whether 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.
  - 4.3. Information automatically collected. We automatically receive and record information from a variety of sources when you browse the Services, such as information from your browser, device, Multeez and third-party cookie information, web beacons, VAST tags, pixel tags, social media buttons, URL links, Magic wallet public address, DAO address the user is a member of at a given moment, proposals the user participated in, and other methods. Information collected automatically through these sources include your activity on our Services and unique identifiers such as your IP address, device ID, type of browser, date/time stamp, referring/exit pages, clicked pages and any other information your browser may send to us. We may use such information to analyze trends, administer the Services, track users’ movement around the Services, and gather demographic information.
  - 4.4. Information with Telegram. In our integration with Telegram (<https://telegram.org/>) you provide your name, your Telegram username (chat ID) and your email address.
  - 4.5. Information from other sources. Multeez may also obtain information about you from other sources, including publicly or commercially available information, and through third-party data platforms, partners and service providers (for example, if you participate in Marcel For Art (<https://marcelforart.com/>), or if you participate in an event or webinar that we sponsor or participate, we may receive information from the event organizers) and through the use of tools used for connecting between companies and individuals (such as LinkedIn or data enrichment services).
5. **The Purposes for which we Collect and Use Personal Information.** We use your personal information for some or all of the following purposes:
  - 5.1. To provide you with the Services. We will use your information to provide you with the Services. For example,

when you signup/login to the platform, we will use your personal information in order to authenticate you and allow you to access the services. We also use your personal information (i) for internal quality control purposes; (ii) to establish a business relationship; or (iii) to generally administer the Services.

- 5.2. To Market the Services. We use personal information to market our Services. Such use includes (i) notifying you about offers and services that may be of interest to you; (ii) tailoring content, advertisements, and offers for you, including, targeting and re-targeting practices; (iii) conducting market research; (iv) developing and marketing new products and services, and to measure interest in the Services; (v) other purposes disclosed at the time you provide information; and (vi) as you otherwise consent.
- 5.3. Security purposes. Some of the above mentioned information will be used for detecting, taking steps to prevent and prosecuting fraud or other illegal activity; to identify and repair errors; to conduct audits; and for security purposes. Information may also be used to comply with applicable laws, with investigations performed by the relevant authorities, law enforcement purposes, and/or to exercise or defend legal claims.
- 5.4. De-identified and Aggregated Information Use. In certain cases, we may or will anonymize or de-identify your Information and further use it for internal and external purposes, including, without limitation, to improve the services and for research purposes. We use this anonymous or de-identified information and/or disclose it to third parties without restrictions (for example, in order to improve our services and enhance your experience with them).
- 5.5. The GDPR. Under the General Data Protection Regulation (GDPR), the lawful bases we rely on for processing personal information are:
  - 5.5.1. Your consent.
  - 5.5.2. We have a contractual obligation. For example: when we collect login details in order to allow you to access the platform.
  - 5.5.3. We have a legal obligation. For example: when we keep the personal information of our users in order to comply with our tax or record-keeping obligations.
  - 5.5.4. We have a legitimate interest. For example: when we collect your personal information through our Services in order to provide you with a free trial, to allow you to register to a webinar or to receive and respond to your request on our website or on our social media accounts.
6. **Disclosure of Personal Information to Third Parties**. We do not disclose or share your personal information with third parties except to provide products or services you have requested, or under the following circumstances:
  - 6.1. We share information with our affiliated companies about you.
  - 6.2. We use third party service providers to process your information for the purposes outlined above, including, without limitation:
    - 6.2.1. With cloud service providers for hosting purposes -- we do not ourselves host any of the Services -- all hosting is done by third party service providers that we engage. This means that data you provide us or that we collect from you is hosted with such third party service providers on servers that they own or control.
    - 6.2.2. With websites and web content creation platforms in order to help us manage our Services;
    - 6.2.3. With service providers in order to operate and improve the features and functionality of the Services, to fulfill your service requests, including sales and support requests;
    - 6.2.4. With email providers, marketing, CRM and other similar tool providers; and
    - 6.2.5. With analytic companies, in order to help us understand and analyze information we collect in accordance with this policy.
  - 6.3. To the extent necessary, with regulators, courts, banks or competent authorities, to comply with applicable laws, regulations and rules (including, without limitation, federal, state or local laws), and requests of law enforcement, regulatory and other governmental agencies or if required to do so by court order, as well as for internal compliance procedures and to protect the safety, security, and integrity of Multeez, our Services, customers, employees, property, and the public.
  - 6.4. If, in the future, we sell or transfer, or we consider selling or transferring, some or all of our business, shares or assets to a third party, we will disclose your information to such third party (whether actual or potential) in

connection with the foregoing events (including, without limitation, our current or potential investors). In the event that we are acquired by, or merged with, a third party entity, or in the event of bankruptcy or a comparable event, we reserve the right to transfer, disclose or assign your information in connection with the foregoing events.

6.5. Where you have otherwise provided your consent to us for sharing or transferring your information.

## 7. **Our use of cookies and other activity tracking technologies**

7.1. **Cookies:** We, as well as third parties that provide content, advertising, or other functionality on the Services, may use cookies, pixel tags, local storage, and other technologies to automatically collect information through the Services. Cookies are essentially small data files placed on your device that allow us to record certain pieces of information whenever you visit or interact with the Services. If you would like to opt out of the technologies we employ on the Services, you may do so by blocking, deleting, or disabling them as your browser or device permits. For more information, please consult our cookies policy.

### 7.2. **Analytical Tools:**

7.2.1. **Google Analytics** – The Website uses a tool called “Google Analytics” to collect information about use of the Website. Google Analytics collects information such as how often users visit this Website, what pages they visit when they do so, and what other websites they used prior to coming to this Website. We use the information we get from Google Analytics to maintain and improve the Website and our products. We do not combine the information collected through the use of Google Analytics with personal information we collect. Google’s ability to use and share information collected by Google Analytics about your visits to this Website is restricted by the Google Analytics Terms of Service, available at <https://marketingplatform.google.com/about/analytics/terms/us/>, 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/>.

7.2.2. We reserve the right to remove or add new analytic tools.

## 8. **Security and data retention.**

8.1. **Security:** We follow generally accepted industry standards, including the use of appropriate administrative, physical and technical safeguards, to protect the Personal Information submitted to us. However, no method of transmission over the Internet, or method of electronic storage, is 100% secure. Therefore, while we strive to use reasonable acceptable means to protect your Personal Information, we cannot guarantee its absolute security or confidentiality. If you have any questions about security on the Service, you can contact us at [support@multeez.com](mailto:support@multeez.com).

8.2. **Retention of your personal information:** we may retain your information (including personal information) for any lawfully permitted period of time, and as necessary to comply with our legal and contractual obligations, enforce our agreements, and enable us to investigate events and resolve disputes. In addition, please note that in some circumstances we may store your personal information for longer periods of time, for example (i) where we are required to do so in accordance with legal, regulatory, tax or accounting requirements, or (ii) for us to have an accurate record of your dealings with us in the event of any complaints or challenges, (iii) if we reasonably believe there is a prospect of litigation relating to your personal information or dealings or (iv) backup, archival, and/or audit purposes. Regarding retention of cookies, you can read more in our cookie policy.

9. **Cross-Border Personal Information Transfers.** To the maximum extent permitted by law, as part of the storage of the personal information mentioned in this Privacy Policy we transfer it across borders around the world. To the extent necessary under privacy laws and regulations, we will implement data onward transfer instruments such as data processing and protection agreements or ensuring such jurisdiction imposes adequate data protection regulations. We may share your personal information within Multeez and transfer it to countries in the world where we do business, including to the United States. Therefore, your personal information may be processed in countries with privacy laws that are different from privacy laws in your country or in countries that are not subject to an adequacy decision by the European Commission. Regardless of location, we handle personal information as described here, and we take care to ensure that our employees, agents and strategic partners in other countries act in a

manner consistent with this privacy notice. We ensure that the recipient of your personal information provides appropriate safeguards, including by entering into data processing agreements incorporating, where required, standard contractual clauses or an alternative mechanism for the transfer of personal data as approved by the European Commission or other applicable regulator.

10. **Your Privacy Rights.** The following rights (which may be subject to certain exemptions or derogations) will apply to certain individuals (some of which only apply to individuals protected by the GDPR):
- You have the right to withdraw consent to processing, where consent is the basis of processing.
  - You have the right to access your personal information that we hold and request further details about how we process it, under certain conditions.
  - You have the right to demand rectification of inaccurate personal information about you. To the extent that you do provide us with Personal Information, we wish to maintain accurate Personal Information. If you would like to delete or correct any of your other Personal Information that we may be storing, you may submit an access request by sending an email to [support@multeez.com](mailto:support@multeez.com). Your email should include adequate details of your request. We will promptly correct any information found to be incorrect.
  - You have the right to object to unlawful data processing under certain conditions.
  - You have the right to erasure of past data about you (your “right to be forgotten”) under certain conditions.
  - You have the right to demand that we restrict processing of your personal information, under certain conditions, if you believe we have exceeded the legitimate basis for processing, processing is no longer necessary, or if you believe your personal information is inaccurate.
  - You have the right to data portability of personal information concerning you that you provided us in a structured, commonly used, and machine-readable format, subject to certain conditions.
  - The personal information we collect is not used for automated decision making and profiling, except for automated processes in the context of marketing. As stated above, you can opt-out of direct marketing by Multeez by contacting Multeez directly or by following the instructions through the unsubscribe options in our email messages. Please note that even if you opt out of receiving the foregoing emails, we may still send you a response to any “Contact Us” request as well as administrative emails (for example, in connection with a password reset request) that are necessary to facilitate your use of the Services.
  - You have a right to complain to a data protection supervisory authority in your country if you believe that Multeez is processing your personal information in violation of applicable laws.

To exercise any of these rights, you may contact Multeez by following the instructions in Section 16 below. We may need to verify your identity before we are able to process your requests.

11. **Links to and Interaction with Third Party Products.** The Services may enable you to interact with or contain links to third party websites, mobile software applications, such as Marcel For Art (<https://marcelforart.com/>) and Telegram (<https://telegram.org/>), and services that are not owned or controlled by us (each a “**Third Party Service**”). We are not responsible for the privacy practices or the content of such Third Party Services. Please be aware that Third Party Services may collect Personal Information from you and share them with us. Processing and retention of data from Third Party Services may also be subject to the privacy policies and terms of use of those third-party services. In particular, Multeez’s MarcelForArt and Telegram integrations use the MarcelForArt and Telegram API Services. Users using such integration agree to be bound by each of the Third Party Services’ Terms of Service and Privacy Policy. Accordingly, we encourage you to read the terms and conditions and privacy policy of each Third Party Service that you choose to use or interact with.
12. **Children’s Privacy. The Services are not structured to attract children under the age of 13 years. Accordingly, we do not intend to collect Personal Information from anyone we know to be under 13 years. If we learn that we have collected Personal Information from a child under 13 years, we will delete that information as quickly as possible. If you believe that we might have any such information, please contact us at [support@multeez.com](mailto:support@multeez.com).**
13. **Merger, Sale or Bankruptcy.** In the event that we are acquired by or merged with a third party entity, or in the event of bankruptcy or a comparable event, we reserve the right to transfer or assign Personal Information in connection with the foregoing events.
14. **California Privacy Rights.** California Civil Code Section 1798.83 permits our customers who are California residents to request certain information regarding our disclosure of Personal Information to third parties for their direct marketing purposes. To make such a request, please send an email to [support@multeez.com](mailto:support@multeez.com). Please note that

we are only required to respond to one request per customer each year.

15. **Our California Do Not Track Notice.** We do not track consumers over time and across third party websites and therefore do not respond to Do Not Track signals. We do not allow third parties to collect personally identifiable information about an individual consumer's online activities over time and across different websites when a consumer uses the Services.
16. **Commitment.** We are committed to protecting your privacy. Protecting your privacy online is an evolving area, and we are constantly evolving our Service to meet these demands. If you have any comments or questions regarding our Privacy Policy, or your Personal Information that we may be storing and using, please contact us at [support@multeez.com](mailto:support@multeez.com).

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