

PRIVACY POLICY

Last updated: July 30th, 2017

1. General

At FEED TECH FZCO (“Feed”, “us”, “we” or “our”), we are committed to protecting your privacy.

This Privacy Policy describes how we will collect, use and share certain information from you to process and improve the www.feed-app.com website and the Feed mobile application we operate (the “Services”).

This Privacy Policy explains:

- What Information we collect and why we collect it;
- How we use that Information; and,
- To whom we disclose your Information;

By submitting Information to us, and/or using www.feed-app.com (our “Website”) and/or the Feed mobile application (our “App”), you agree to the terms of this Privacy Policy.

We will not use or share your Information with anyone except as described in this Privacy Policy.

2. Scope

We act as a service provider to operators of other websites and applications to help them drive customer content. To the extent that we collect Information about you on behalf of a customer, that Information is subject to that customer’s privacy policy.

We are not responsible for the privacy practices of websites or applications that are operated or owned by third parties, even if they are linked from and/or through the Website and/or App and/or Services. The information practices of such third-party websites or applications is governed by the privacy policies of those third-party websites or applications.

3. Information we collect

We collect two types of information (altogether the “Information”):

- (i) Personally Identifiable Information (“PII”) is information that personally identifies one individual from another. This information is voluntarily provided to us by you when you register on our Website/App in order to use our Services. As of the date you establish your account, we only ask you to provide your email address, phone number, username, password and postal address. Once your account is established, you may add additional information to enhance your profile. Any information you elect to add to your profile is entirely voluntary, but may be viewable by other users and visitors to the Website/App. We also collect your payment information, which is handled securely by

our payment provider, Telr.com .

- (ii) General Information (“Other Information”) which consists of information that is anonymous in nature and that does not identify you as an individual. This includes but is not limited to your computer IP address, browser type, browser version, your unique mobile device identifier, your mobile operating system, your visits to the Website/App, the pages of our Website/App you visit, the time and date of your visits and the time spent on those pages. Also, we may use and store information about your location, if you give us permission to do so. You can enable or disable location services when you use our Services at anytime, through your mobile device settings. We use all Other Information to provide features of our Services as well as to improve and to customize our Services. We collect these Other Information by using cookies (“Cookies”), which are small bits of computer code that are transferred to your computer’s hard drive via a web browser, which enable us to record the General Information described above. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Services.

4. How we use Information

Our primary purpose in collecting Information is to provide you with the Services you request and those which we believe will optimize your use of the Website and/or App. In addition, you agree that we may use your Information, including PII, for the following purposes:

- 1) To personalize your experience (your Information helps us to better respond to your individual needs).
- 2) To analyze and improve our Website/App and Services (we continually strive to improve our Website and offerings based on the Information and feedback we receive from you).
- 3) To improve customer service (your Information helps us to more effectively respond to your customer service requests and support needs).
- 4) To process transactions and orders you make through or in connection with the Website and registration thereto. All credit or debit card details will not be stored, sold, shared, rented or leased to any third parties, for any reason whatsoever, without your consent, other than for the express purpose of delivering the purchased Services requested.
- 5) To administer a contest, promotion, survey or other Website feature.
- 6) To send periodic e-mails, updates, newsletters, and special offers, and for other marketing or advertising purposes.
- 7) To comply with applicable legal obligations, including responding to

informal requests for information from governmental authorities, and to prevent activity we determine to be potentially illegal.

- 8) For the enforcement of this Privacy Policy and/or our Terms of Services or any other purpose referenced herein and therein, including to protect the rights of our customers, their end-user and the general public.

5. Disclosure of Information to Third Parties.

- 1) We do not sell, trade, or otherwise transfer to outside parties your PII without your consent or as otherwise specified in this Privacy Policy.
- 2) This does not include trusted third parties who assist us in operating the Website/App, in conducting our business, in analyzing how our Services are used, or otherwise serve us or perform functions on our behalf, so long as those parties agree to keep this information confidential. For instance, we may use third party services such as Google Analytics that collect, monitor and analyze this type of information in order to increase our Service's functionality. These third party service providers have their own privacy policies addressing how they use such information.
- 3) We may also release your Information to future affiliates, parent companies, or subsidiaries if we are acquired by or merged with another company or if we sell or transfer a business unit or assets to another company. We will provide notice before your PII is transferred and becomes subject to a different Privacy Policy.
- 4) Additionally, we will disclose your Information when we believe release is appropriate to comply with the law, enforce our Website policies, or protect ours or others' rights, property, or safety.
- 5) However, we may disclose de-identified and/or aggregated Information to other parties for marketing, advertising, or other uses.

6. Processing and Transferring your Information

Your Information will be collected, processed, stored and used by us. Information contributed by or collected from users are stored and processed in the United Arab Emirates. By using the Website/App or Services, you acknowledge and agree that you may be transferring your Information, including PII, outside of the country in which you have contributed it, and that your consent to any such transfer of information outside of your country to the United Arab Emirates may not offer the same level of protection for Information as the country in which you reside.

7. Security

We take technical and organizational measures to guard against unauthorized or

unlawful processing of your PII and against accidental loss or destruction of, or damage to, your PII. We want you to keep in mind that no method of transmission over the Internet, or method of electronic storage is 100% secure; therefore, we cannot guarantee its absolute security.

However, in order to protect your privacy we urge you: (1) to protect against unauthorized access to your use of the Site; (2) to ensure no one else uses the Site while the user's machine is "logged on" to the Site; (3) to log off or exit from the Site when not using it; and (4) where relevant, to keep your password or other access information secret.

8. Period during which we keep your PII

We will retain your PII only as long as it is necessary for the purposes to which you consent under our terms and conditions and this Privacy Policy, or as is required by applicable law, and then we will delete it.

9. Our Commitment to Children's Privacy

Protecting the privacy of the children is especially important. For that reason, Feed only processes transactions and orders to which credit or debit card information are required from people who declare to be over 18 years old. For other services, the legal age for the use of the Website/App is 13 years old. We never collect or maintain PII at our Website/App or through our Services from those we actually know are under 13 years old, and no part of our Website/App is structured to attract anyone under that age. If we discover that a person under 13 has provided us with PII, we will promptly delete such PII from our systems.

10. Changes to this Privacy Policy

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page.

You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

11. Contact Us

If you have any questions about this Privacy Policy, please write us on info@feed-app.com, call us at 050 1923631 or send us a mail at DSO-THUB-G-D-FLEX-G094, Dubai Silicon Oasis, PO.Box 27144 Dubai, UAE.