

Privacy Policy

Missbeez Ltd., (the "**Company**", "**we**", "**our**" or "**us**") provides this Privacy Policy to inform any person (and or/entity and/or anyone on their behalf) which uses the App ("**User**", "**Users**" or "**you**"), of our policies and procedures regarding the collection, use and disclosure of personal information we receive from Users of our services (the "**Services**") through mobile application or any other consumer electronic device (the "**App**"). Your privacy is always a top priority for us. This Privacy Policy applies only to information that you provide to us through this App.

By accessing and using the App, you agree to be bound by this Privacy Policy. If you do not agree to any of the provisions as set hereunder in this Privacy Policy, you have no right to use the App or any of the Services. This Privacy Policy should be read together with the Terms and Conditions, and together they constitute the entire agreement between you and us.

This Privacy Policy may be updated from time to time. We will notify you of any material changes by posting the new Privacy Policy on the App. You are advised to consult this policy regularly for any changes. Unless otherwise defined in this Privacy Policy, terms used in this Privacy Policy have the same meanings as in our Terms and Conditions.

Information Collection and Use

Our primary goal in collecting information is to provide our Services, administer your account, and improve our App, Services and Content.

Personally Identifiable and other Information:

- When you register with us through the App, we will ask you for personally identifiable information. This refers to information about you that can be used to contact or identify you ("Personal Information"). Personal Information includes, but is not limited to, your name, address, mobile phone number, age, credit card or other billing information, email address, home and business postal addresses. If you access and use the App through a mobile device, the Company may collect information regarding your GPS location and associated services from your mobile device.
- We also collect the other information that you provide as part of registration and the administration and personalization of your account (e.g., without limitation, zip code (on its own) and individual preferences) ("Non-Identifying Information").
- We use your Personal Information (in some cases, in conjunction with your Non-Identifying Information) mainly to provide, improve and personalize the Services, for analytics purposes, and administer your account and use of the Services.
- Certain Non-Identifying Information would be considered a part of your Personal Information if it were combined with other identifiers (for example, combining your zip code with your street address) in a way that enables you to be identified. But the same pieces of information are considered Non-Identifying Information when they are taken alone or combined only with other non-identifying information (for example, your services preferences). We may combine your Personal Information with Non-Identifying Information and aggregate it with information collected from other Company Users to attempt to provide you with a better experience, to improve the quality and value of the Services and to analyze and understand how our App and Services are used. We may also use the combined information without aggregating it to serve you specifically, for instance to deliver a Service to you according to your preferences or restrictions.
- We may also use your Personal Information to contact you with Company's newsletters, marketing or promotional materials and other information that may be of interest to you. If you decide at any time that you no longer wish to receive such communications from us, please follow the unsubscribe instructions provided in any of the communications or update your "user preferences" information. (See "Changing or Deleting Your Information" below.)
- Except as disclosed in this Privacy Policy, Company does not rent, sell, trade or disclose your Personal Information to third parties without your consent.

- We may disclose the identity of our Service Providers and use their logos on our application, website and marketing materials.
- By broadcasting information using the App the user has to assume it's totally public.

Cookies

Like many apps, we use “cookies” to collect information. A cookie is a small data file that we transfer to your device (or any other consumer electronic device) for record-keeping purposes. We use cookies for two purposes; First, we utilize cookies to save the identity of the logged-in user and other information for future logins to the App. Second, we utilize cookies to save Non-Identifying Information to enable certain features of the App, to better understand how you interact with the App and use the Services and to monitor aggregate usage by Company Users. You can instruct your device, by changing its options, to stop accepting cookies or to prompt you before accepting a cookie from the apps you visit. If you do not accept cookies, however, you may not be able to use all portions of the App or all functionality of the Services.

Information Sharing and Disclosure

Aggregate Information and Non-Identifying Information. We may keep, use and share, publicly and with our partners, aggregated non-personally identifiable information derived from information provided by you and your authorized users and the Services, including but not limited to for the purpose of improving the Services. Any aggregated information shared in these contexts will not contain your Personal Information.

Third Parties Providing Services to the Company. We may employ third party companies and individuals to facilitate our Services, to provide the Services on our behalf, to perform App-related services (e.g., without limitation, maintenance services, database management, web analytics and improvement of the App's features) or to assist us in analyzing how our App and Services are used. These third parties have access to your Personal Information only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.

Compliance with Laws and Law Enforcement. The Company cooperates with government and law enforcement officials and private parties to enforce and comply with the law. We will disclose any information about you to government or law enforcement officials or private parties as we, in our sole discretion, believe necessary or appropriate to respond to claims and legal process (including but not limited to subpoenas), to protect the safety of the public or any person, or to prevent or stop activity we may consider to be, or to pose a risk of being, illegal, unethical or legally actionable activity.

Business Transfers. The Company may sell, transfer or otherwise share some or all of its assets, including your Personal Information, in connection with a merger, acquisition, reorganization or sale of assets or in the event of bankruptcy. The Company will notify you before transferring your information to a new entity as part of a merger, acquisition, reorganization or sale of some or all of its assets if the new entity's processing of your information will materially differ from that set forth in this Privacy Policy.

Protect the Service. The Company may disclose your Personal Information and other related information in the event it reasonably believes such disclosure is necessary to protect the Services, the Company's rights or property, or the rights of any third party.

Special Cases. The Company may disclose your Personal Information and other related information, in special cases when the Company has a reason to believe that disclosing such information is necessary to identify, contact or bring legal action

against someone who may be violating this Privacy Policy or may be causing injury to or interference with (either intentionally or unintentionally), the Company's rights or property, other Users, or anyone else that could be harmed by such activities. You thus authorize us to disclose any information about you to law enforcement or other government officials if we, in our sole and absolute discretion, believe that such disclosure is necessary or appropriate.

Disclosure of Information to Third Parties

This Privacy Policy only addresses the use and disclosure of information the Company collects from you. To the extent that you disclose information to other parties on our App or by using our Services, different rules may apply to the use or disclosure of the personal information, which you disclose to them. We do not control the privacy policies of third parties and you will be subject to the privacy customs and policies of such third parties.

Changing or Deleting Your Information

All App Users may review, update, correct or delete the Personal Information in their Account by contacting us. If you completely delete all such information, then your account may become deactivated. If you would like us to delete your record in our system or stop sending you any information please contact us at [info@missbeez.com] with a request that we delete your Personal Information from our database. We may retain an archived copy of your records as required by law or for legitimate business purposes.

Security

The Company is very concerned with safeguarding your information. Information collected about you is protected in several ways. Your personal information resides on proprietary secured servers that only selected personnel have access to via password. Your personal information is encrypted when it is sent to us, and we thereby seek to prevent unauthorized parties from viewing such information.

We will make any legally required disclosures of any breach of the security, confidentiality, or integrity of your unencrypted electronically stored "personal data" (as defined under applicable law) to you via email or conspicuous posting on the App in the most expedient time possible and without unreasonable delay, insofar as consistent with (i) the legitimate needs of law enforcement; or (ii) any measures necessary to determine the scope of the breach and restore the reasonable integrity of the data system.

Registered Database

We store all sensitive financial information (including credit card details) in a database registered in the Israeli Registrar of Databases in accordance with provisions of the Israeli Privacy Protection Act, 1981 ("PPA").

Links to Other Applications

Our App may contain links to other sites. The fact that we link to a site is not an endorsement, authorization or representation of our affiliation with that third party, nor is it an endorsement of their privacy or information security policies or practices. We do not exercise control over third party sites. These other sites may place their own cookies or other files on your computer or mobile, collect data or solicit personal information from you. Other sites follow different rules regarding the use or disclosure of the personal information you submit to them. We encourage you to read the privacy policies or statements of the other sites you visit.

Our Policy toward Children

Children are not eligible to use our services and we ask that minors do not submit any personal information to us. If you are a minor, you can use this service only in conjunction with your parents or guardians. If a parent or guardian becomes aware that his or her child has provided us with Personal Information without their consent, he or she should contact us at [info@missbeez.com].

Contacting Us

If you have any questions about this Privacy Policy, please contact us at [info@missbeez.com].