

# Symbolab Privacy Policy

Last Revised: July 23, 2020

This privacy policy has been compiled to better serve those who are concerned with how their 'Personally identifiable information' (PII) is being used online. PII, as used in applicable privacy law and information security, is information that can be used on its own or with other information to identify, contact, or locate a single person, or to identify an individual in context. We respect the privacy of the users of our Properties (as such terms is defined in our TOU), including (i) visitors to our Site, and (ii) users of our mobile applications (collectively the “**User(s)**” or “**you**”),

Capitalized terms which are not defined herein, shall have the meaning ascribed to them in our Terms of Use at [www.symbolab.com/public/terms.pdf](http://www.symbolab.com/public/terms.pdf) (“**TC**”), into which this Privacy Policy is incorporated by reference.

BY VISITING, ENTERING, CONNECTING TO, ACCESSING, DOWNLOADING OR USING THE SITE AND/OR APPS, YOU AGREE TO THE TERMS AND CONDITIONS SET FORTH IN THIS PRIVACY POLICY (THE “**PRIVACY POLICY**”), INCLUDING TO THE COLLECTION AND PROCESSING OF YOUR PERSONAL INFORMATION (AS DEFINED BELOW). IF YOU DISAGREE TO ANY TERM PROVIDED HEREIN, YOU MAY NOT ACCESS AND/OR USE THE SITE, APPS, OR SERVICES. FOR AVOIDANCE OF DOUBT, YOU HEREBY CONSENT TO THE COLLECTION, PROCESSING, TRANSFER AND USE OF YOUR PERSONAL INFORMATION. YOU ALSO ACKNOWLEDGE AND CONFIRM THAT YOU ARE NOT REQUIRED TO PROVIDE US WITH YOUR PERSONAL INFORMATION AND THAT SUCH INFORMATION IS VOLUNTARILY PROVIDED TO US.

## **What personal information do we collect from the people that visit our blog, website or app?**

Non-identifiable and anonymous information (“**Non-personal Information**”). We are not aware of the identity of the User from whom we have collected the Non-personal Information. Non-Personal Information is any unconcealed information which does not enable identification of an individual User, and which is available to us while such User is entering and/or using the Site and/or Apps. You may access and browse our Properties without disclosing personal information, although, like most websites and online services, we passively collect certain Non-Personal Information from your devices when you access and browse our Properties, including: (i) technical information such as the type and version of your device and its operating system, the type of browser, screen resolution, device browser and, Wi-Fi connectivity and the type and name of your device and/or browser, etc.; and (ii) behavioral information which may include the User’s click-stream and tap-stream on the Site and Apps, the activities of the User on the Site and Apps, and additional information of a similar nature (collectively, “**Technical and Behavioral Information**”). We may also use third-party service providers such as Google Analytics, to obtain detailed analytics on the device and the User's behavior on the Site and Apps.

Personally identifiable information (“**Personal Information**”). **This information may identify an individual or may be of a private and/or sensitive nature.**

When subscribing or registering and opening an Account on our Properties (as such term is defined in the TC) as appropriate, you may be asked to enter your name and email address or other details. Alternatively, Users may open and log-in to their Account via one of their existing third-party social network accounts (e.g. Facebook). When you open and log-in to their Account through such existing third-party account, then such third-party accounts provide us with access to certain information, which is detailed and displayed to you in the notice which appears during the integration process. Please read carefully such notice in order to understand what information is made available to us via your third-party accounts. We may collect your login information and other relevant information necessary to enable us to access your third-party accounts in order to collect the abovementioned information. We may store the above-mentioned information (or any part of it), in order to achieve the purposes set forth herein. Please remember that the manner in which third-party accounts use, store or disclose your information is governed solely by their policies and we will have no liability or responsibility for the privacy practices or other actions of such third parties. If you do not agree to these

practices please do not use third-party accounts in order to use our Platform. You hereby agree that such information will be stored even after the linkage to your third-party accounts expires, for any reason.

Further, Personal Information is collected from interactions with online advertisements presented on our Properties. Additional information may be required from time to time in order to complete the registration process.

Personal Information you provide as part of any communications with us, by any means, including through our social network pages, by approaching our customer.

We process certain online identifiers, such as, your Unique Device Identifier (UDID), or another unique identifiers, for security purposes.

### **When do we collect information?**

We collect information from you when you register to our Properties or enter information through our Properties.

### **How do we collect your information?**

There are a few methods that we use:

- a. **We collect information through your entry and use of the Site and/or Apps.** In other words, when you are using our Properties we are aware of it and may gather, collect and store the information relating to such usage, including Technical and Behavioral Information.
- b. **We collect information which you decide to provide us voluntarily.** For example, we collect Personal Information when you register to our Properties, or when you communicate with us.

### **How do we use your information?**

We may use the information we collect from you when you register, make a purchase, , surf the Site, or use certain other site or App features in the following ways:

#### Non-personal Information is collected in order to:

- Use it for statistical and research purposes and for customization and improvement of our Site and/or Apps;
- Enhance the User's experience while using the Properties; and

#### Personal Information is collected in order to:

- Provide and personalize our services to our Users;
- Enable payment through third party Online Payment Processors;
- Respond to your inquiries, requests, comments and suggestions;
- Conduct internal operations, including troubleshooting, data analysis, testing, research and statistical purposes, including in order to improve our services. Please note that in general we analyze aggregate data for such purposes, rather than specific user data, however we may need to analyze a specific case to address a specific problem;
- Comply with our legal obligations and in order to be able to protect our rights and legitimate interests; and

### **How do we protect visitor information?**

Our Properties are scanned on a regular basis for security holes and known vulnerabilities in order to make your visit to or use of our Properties as safe as possible.

We use regular Malware Scanning.

Your personal information is contained behind secured networks and is only accessible by a limited number of persons who have special access rights to such systems, and are required to keep the information confidential. In addition, all sensitive/credit information you supply is encrypted via Secure Socket Layer (SSL) technology.

We implement a variety of security measures when a user enters, submits, or accesses their information to maintain the safety of your personal information.

All transactions are processed through a gateway provider and are not stored or processed on our servers.

### **Do we use 'cookies'?**

Yes. Cookies are small files that a site or its service provider transfers to your computer's hard drive through your Web browser (if you allow) that enables the Properties' or service provider's systems to recognize your browser and capture and remember certain information. For instance, we use cookies to help us remember and process the items in your shopping cart. They are also used to help us understand your preferences based on previous or current site activity, which enables us to provide you with improved services. We also use cookies to help us compile aggregate data about site traffic and site interaction so that we can offer better site experiences and tools in the future.

### **We use cookies to:**

- Understand and save user's preferences for future visits.
- Compile aggregate data about site traffic and site interactions in order to offer better site experiences and tools in the future. We may also use trusted third party services that track this information on our behalf.

You can choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off all cookies. You do this through your browser (like Internet Explorer) settings. Each browser is a little different, so look at your browser's Help menu to learn the correct way to modify your cookies.

### **If users disable cookies in their browser:**

If you disable cookies off, some features will be disabled It will turn off some of the features that make your site experience more efficient and some of our services will not function properly.

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### **Third Party Disclosure**

We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information unless we provide you with advance notice, other than in the following circumstances: (a) to satisfy any applicable law, regulation, legal process, subpoena or governmental request; (b) to enforce this Privacy Policy and/or the TC, including investigation of potential violations thereof; (c) to detect, prevent, or otherwise address fraud, security or technical issues; (d) to respond to claims that contact information (e.g. name, e-mail address, etc.) of a third-party has been posted or transmitted without their consent or as a form of harassment; (e) to protect the rights, property, or personal safety of Users or the general public; (f) by virtue of undergoing any change in control, including by means of merger, acquisition or purchase of all or substantially all of our assets, so long as such acquirer maintains the same privacy terms hereunder; or (g) pursuant to your explicit approval prior to the disclosure.

Note, that we collect, hold and/or manage Personal Information through our authorized third parties vendors of certain products or services (such as, cloud hosting services) (including, as applicable, their affiliates) solely and limited to providing us with such requested services, and not for any other purposes. Such vendors may be located in a country that does not have the same data protection laws as your jurisdiction. However, non-personally identifiable visitor information may be provided to other parties for marketing, or other uses.

### **Third party links**

We do not include or offer third party products or services on our website.

### **Google**

Google's advertising requirements can be summed up by Google's Advertising Principles. They are put in place to provide a positive experience for users. <https://support.google.com/adwordspolicy/answer/1316548?hl=en>

We use Google AdSense Advertising on our website.

Google, as a third party vendor, uses cookies to serve ads on our Site. Google's use of the DART cookie enables it to serve ads to our users based on their visit to our site and other sites on the Internet. Users may opt out of the use of the DART cookie by visiting the Google ad and content network privacy policy.

### **We have implemented the following:**

- Google Display Network Impression Reporting
- Demographics and Interests Reporting
- DoubleClick Platform Integration

We along with third-party vendors, such as Google use first-party cookies (such as the Google Analytics cookies) and third-party cookies (such as the DoubleClick cookie) or other third-party identifiers together to compile data regarding user interactions with ad impressions, and other ad service functions as they relate to our website.

### **Opting**

out:

Users can set preferences for how Google advertises to you using the Google Ad Settings page. Alternatively, you can opt out by visiting the Network Advertising initiative opt out page or permanently using the Google Analytics Opt Out Browser add on.

### **Minors**

Use of our Properties are intended for Users over the age of thirteen (13). We do not specifically market to children under 13.

### **Fair Information Practices**

The Fair Information Practices Principles form the backbone of privacy law in the United States and the concepts they include have played a significant role in the development of data protection laws around the globe. Understanding the Fair Information Practice Principles and how they should be implemented is critical to comply with the various privacy laws that protect personal information.

### **In order to be in line with Fair Information Practices we will take the following responsive action, should a data breach occur:**

We will notify the users via email

- Within 7 business days

We also agree to the individual redress principle, which requires that individuals have a right to pursue legally enforceable rights against data collectors and processors who fail to adhere to the law. This principle requires not only that individuals have enforceable rights against data users, but also that individuals have recourse to courts or a government agency to investigate and/or prosecute non-compliance by data processors.

### **Deletion or Modification of Personal Information**

Users can delete or modify the account from the site or app

### **Third Party Service Providers**

While using our Properties and in order to provide our services, we may use third party service providers, who may collect, store and/or process the information detailed herein. We use commercially reasonable efforts to engage with third parties that post a privacy policy governing their collection, processing and use of non-personal and personal information. Such service providers may include, without limitation:

- Infrastructure providers such as AWS, which privacy policy can be found at: <https://aws.amazon.com/privacy/>;
- Advertising platforms, such as Google Ads, which Privacy Policy can be found at <https://policies.google.com/technologies/ads?hl=en-US>; and
- Analytics platforms, such as Google Analytics, which Privacy Policy can be found at <https://www.google.com/analytics/terms/us.html>.

Please read such third party service providers' terms of use and privacy policies to understand their privacy practices.

### **Online Payment Processors**

We accept certain online payment methods via our Properties, using our Online Payment Processors, which enable Users to pay securely online using a credit card or PayPal account. We may add or change the Online Payment Processors at our sole discretion. We are not affiliated with such Online Payment Processors (for more information see our TC), as each is an independent contractor, and neither is the agent or employee of the other, and neither is responsible in any way for the actions or performance (or lack thereof) of the other. The use of the Online Payment Processors is at the User's discretion and sole liability and risk. It is the User's responsibility to abide by all the terms specified by the Online Payment Processors in their terms of use and privacy policies, including but not limited to any age restrictions specified therein. You acknowledge that you are fully assuming the risks of conducting any transactions via the Online Payment Processors.

### **International Data Transfer**

We may transfer information collected about you, including Personal Information, to other third party service providers (as detailed herein) across borders and from your country or jurisdiction to other countries or jurisdictions around the world. Please note that we may transfer such information to a country and jurisdiction that does not have the same data protection laws as your jurisdiction, and you consent to such transfer of information.

### **Changes to the Privacy Policy**

The terms of this Privacy Policy will govern the use of the Site, App, our other Services and any information collected therein and/or provided to us voluntarily. We reserve the right to change this policy at any time, so please re-visit this page frequently. We will provide notice of substantial changes of this policy on the homepage of the Site, on the App and/or we will send you an e-mail regarding such changes to the e-mail address that you may have provided us with. Such substantial changes will take effect seven (7) days after such notice was provided on our Site, App or sent by e-mail, whichever is the earlier. Otherwise, all other changes

to this Privacy Policy are effective as of the stated “Last Revised” date and your continued use of the Site after the Last Revised date will constitute acceptance of, and agreement to be bound by, those changes. In the event that the Terms should be amended to comply with any legal requirements, the amendments may take effect immediately, or as required by law and without any prior notice.

### **Contacting Us**

If there are any questions regarding this privacy policy you may contact us using the information below.

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PO Box 39305

Tel Aviv

6139201

Israel

[support@symbolab.com](mailto:support@symbolab.com)