

## PRIVACY POLICY

The Maydan Farm (“we”, “our” or “us”) understands the importance of personal data and privacy (“Data”) of our users (“User(s)”, “you” or “yours”). Under this Privacy Policy (the “Policy”), we set out the rules that regulate the means by which Data is collected, used, processed and stored on the Maydan App (the “App” or the “Application”) for the purpose of viewing or otherwise trading in the sale of livestock and agriculture products (the “Services”).

### 1. CONSENT

By using the App, you consent to the terms of this Privacy Policy.

### 2. DATA COLLECTION

Through you're the use of the App, we may collect different categories of Data in a variety of ways, which shall include but not be limited to:

#### a) **Data provided by the User**

- Personal Data (e.g., name, surname, username, age, shipping address, zip code, email, phone number)
- Professional Data (e.g., occupation, job, position, industry)
- Financial Data (e.g., payment card or account information, and other financial information)
- Platform Usage Data (e.g., inquiries made to us, newsletter subscription, survey or questionnaire responses, reviews and ratings of our Services)
- Marketing and Advertising Data (e.g., preferences for participating or subscribing in our newsletter and other marketing campaigns)

#### b) **Data that we collect automatically**

- User device, IP address, and login Data
- Demographic and Browsing Data
- Transactional Data
- Cookies And Other Tracking Technologies, with the aim to enhance User experience.

c) **Data from other sources** – We may collect Data such as updated delivery and address information directly from our carriers, or otherwise when you interact with our social media handles or any other e-platform.

### 3. DATA PURPOSES

To improve your experience on our App, we shall have the right to use your Data to (i) personalize your experience, support, and interact with you (ii) for the performance of Services, and/or (iii) for advertising and managing endeavors.

We may use the Data we collect only for legitimate purposes or otherwise with your prior consent aiming to achieve:

- a) **Service Performance:** improve the App and its features as well as the Services and offer a better User experience
- b) **User Support:** respond to inquiries and provide customer support
- c) **Advertising and Promotional Activities:** communicate with the Users about promotions and offers
- d) **Compliance:** comply with legal and regulatory requirements and judicial or governmental orders

#### **4. DATA DISCLOSURE**

We do not share any of your Data without your prior written consent, however, in certain circumstances, we might need to disclose the said Data:

- a) Within our group, related entities and affiliates
- b) With our App services providers and partners
- c) With interested parties in connection with a merger, dissolution, buy-out, transfer or group re-organization
- d) With third parties as required by law or to protect our rights and property.

#### **5. DATA STORAGE**

Depending on the type and nature of Data, we shall have the right to store your Data as long as necessary to accomplish the purpose for which it was collected.

#### **6. DATA SECURITY**

We take reasonable measures to protect your information from unauthorized access, use, and disclosure. However, no data transmission over the internet or other network can be guaranteed to be 100% secure.

#### **7. THIRD PARTY SERVICE PROVIDERS**

By using the App and the Services, your Data may be processed by our service providers (such as web hosting company, payment processors, etc.) in line with their respective privacy policies. Accordingly, by selecting any of our Services, you authorize us to share the Data required to perform such elected Service(s). Our App may also contain website links, URLs or other gateways to third party sites. You expressly acknowledge and agree that we do not hold any responsibility with regards to the privacy policies and personal data handling of these third party service providers and third party sites.

## **8. GLOBAL TRANSFER OF DATA**

You hereby acknowledge and agree that to view and use our App or otherwise to perform the Service(s) you elect, your Data may be processed internationally.

## **9. POLICY FOR MINORS**

By using our App, you acknowledge that you are of the legal age required to use our App, benefit from our Services and to have your Data collected as described in this Policy.

## **10. USERS'S RIGHTS**

You shall at all times retain the right to:

- a) Access your Data
- b) Request a Data Rectification
- c) Request Data Erasure from our records

## **11. OPT-OUT**

You may, at any time, without any reason, choose to opt-out from your subscription to our newsletter and any other promotional communication we share. You may further disable certain cookies – but this action may hinder browsing of certain features of the App and/or performance of the Service(s).

## **12. REVISION**

We may updated this Privacy Policy from time to time. If we make material changes, we may provide notice through the App or by other means. Notwithstanding the foregoing, the updated version of the Policy will be posted on the App for Users' view, and the continued use of the App will be considered as an express consent to having your Data processed on the App as described herein.

## **13. CONTACT US**

If you have any questions or concerns about this Privacy Policy, please contact us at [info@maydan.farm](mailto:info@maydan.farm).

Last Updated 01/03/2023