



Mobupps Privacy Policy

What do we do

Privacy Policy defines major privacy principles that we apply to the information we collect. The purpose of the Privacy Policy is to inform the users about the types of data collected, the ways how it is collected and processed, the purposes of its usage and sharing, as well as the ways the users can maintain their confidentiality.

Please read this Policy carefully.

Advertiser Disclosure

MobUpps receives compensation if you sign up for products or services mentioned in this article, for more information please refer to MobUpps' terms and conditions found at this link: https://mobupps.com/?page_id=404&lang=en

Information We Collect

Anonymous User Information (Data)

Non-personal information is any information that does not personally identify you. We obtain non-personal information about you from information that you provide to us (anonymous information may be automatically provided to our Web servers by your computer). This information is collected when Publishers, advertisers, and ad networks use the MobuppsRTB Platform.

Additionally, certain other information (such as cookies, described below) may be transmitted by our Web server to your computer. That information does not contain any personally identifiable information. Specific types of anonymous information are described below:

User Information

As part of our ad delivery and reporting, we log page views and bid requests and collect information for the purpose of delivering ads or providing advertising-related services, including providing a specific advertisement based on a particular type of browser or time of day; statistical reporting in connection with the activity on a Web site; and tracking the number of ads served on a particular day to a particular Web site (tracking web analytics data). To do so, we collect information about the type of browser, referrer and operating system of Web site visitors, as well as the domain name, day and time of visit, and page(s) visited. We do so across multiple Web domains owned or operated by different entities (each, a "Site").

Cookies and Log Files

We use Cookies to serve advertisements to users. Cookies are small text files placed on your hard drive that assist us in providing a more customized website experience. It is our policy to use cookies to make navigation of our website easier for visitors.

If you are concerned about cookies, most browsers permit individuals to decline cookies. For details of our cookies please refer to our user cookies.

In order to properly manage our website we may anonymously log information on our systems, and identify categories of visitors by items such as domains and browser types. These statistics are used to manage the operational efficiency of our systems.

How We Use Information Collected

Mobupps uses non-personally identifiable data collected from users and website visitors in order to:

- To improve the quality and functionality of the website, enhance your experience, create new services (including customized services), change/cancel existing content and services, or for other internal and statistical purposes.
- To present you relevant content, marketing materials and advertisements, by analyzing your interests from the web pages you visit and online services that you use.
- To provide you with support and handle inquiries.
- To enforce our terms of use and/or EULA.
- To comply with any applicable law and assist law enforcement agencies as required.
- To conduct surveys and market research.
- To improve the quality and functionality of the website, enhance your experience, create new services (including customized services), change/cancel existing content and services, or for other internal and statistical purposes.
- To present you relevant content, marketing materials and advertisements, by analyzing your interests from the web pages you visit and online services that you use.

With respect to data collected via the Mobupps RTB Platform, we may combine Non-Personal Information with data collected from other sources and disclose the Non-Personal Information and combined information to participating advertisers and ad networks so that they can determine whether to bid on ad inventory and in order to improve the relevance of the advertising presented to Users. Examples of such data include: (a) country, city, and other geo-location details based upon the IP address of the User; (b) category and keyword information based upon the Publisher website URL; and (c) other data from advertisers and data providers that would help in ad targeting (e.g., an advertiser that wants to advertise to Users who have previously visited the advertiser's website).

How we protect the Collected Information.

Information that we collect is stored on servers that Adkernel solely manages, using standard security procedures and practices appropriate to the nature of the information in an effort to protect information from unauthorized access, destruction, use, modification, or disclosure. If we learn that we have unexpectedly stored personal information (e.g., if we become aware that a URL that we store contains personal information), we will use commercially reasonable efforts to anonymize or purge this information.

Changes to Policy

From time to time, we may revise this Privacy Policy. Therefore, it is recommended that you read it periodically. All substantial changes made to this policy will be notified on the website, at our sole discretion, and will take effect immediately.

Governing Law

This Privacy Policy is governed by and construed in accordance with the laws of Israel. You agree to submit any dispute arising out of your use of this Web site to the exclusive jurisdiction of the courts of Israel.

Contact us

Please direct all questions in connection with this Policy via e-mail to: contact@mobupps.com or by phone: +97286229900 or by mail: Tikshoret 7, Ashdod, Israel 77700

Opt-out

Interest-based (behavioral) advertising gives advertisers the chance to show ads that are relevant to you based on your online web browsing behavior. With interest-based advertising, you receive ads and offers that are more likely to be useful to you. Advertisers may also use other information they have or acquire about users' interests. Users have choices with respect to this type of advertising, as discussed below. You can opt-out of interest-based advertising. If you choose to opt-out you will still see ads, but it is more likely those ads won't be relevant to you. Interest-based advertising does not depend on information that is personally identifiable to you, such as your name, address, phone number, etc.

Mobupps Web Browser Opt-out: You can click below to opt-out of having the Mobupps Platform used to select ads for your browser based on your online web browsing behavior.

OPT-OUT

When you opt-out, an opt-out cookie will be stored in your web browser. The Mobupps Platform will know the choice you have made when it sees your opt-out cookie, and will apply your choice to all ads served by the Adkernel Platform. If you block or delete the opt-out cookie, the Platform will not see your choice.

- The opt out cookie may not work if your browser is configured to block third-party cookies.
- If you delete your cookies, you will need to opt out again. There are browser plugins to help you preserve your opt out cookies.
- The opt out only applies to the browser in which you set it. For example, if you set the opt out while using Firefox, but then use Chrome, the opt out will not be active in Chrome. To opt out in Chrome, you will need to repeat the opt out process.
- The opt out does not block or delete cookies, or prevent the use of cookies or other technologies for purposes other than selecting ads based on your interests as inferred by your online behavior. If you opt out, data may still be collected about your web browsing activities and you will still see advertising. Ads may be selected, for example, based on the content of the web page in which they are shown. If you wish to block or delete cookies altogether, you can use web browser settings to do so.

YOUR RIGHTS IN THE EEA

If you are a European resident, you have the right to access personal information we hold about you and to ask that your personal information be corrected, updated, or deleted. If you would like to exercise this right, please contact us through the contact information below.

Additionally, if you are a European resident we note that we are processing your information in order to fulfill contracts we might have with you (for example if you register with the Site), or otherwise to pursue our legitimate business interests listed above. Additionally, please note that your information will be transferred outside of Europe, including to United States.

Privacy Policy For US Citizens

This Privacy Policy defines major privacy principles that we apply to the information we collect. The purpose of the Privacy Policy is to inform the users about the types of data collected, the ways how it is collected and processed, the purposes of its usage and sharing, as well as the ways the users can maintain their confidentiality. Please read this Policy carefully.

Anonymous User Information (Data)

Non-personal information is any information that does not personally identify you. We obtain non-personal information about you from information that you provide to us (anonymous information may be automatically provided to our Web servers by your computer).

Additionally, certain other information (such as cookies, described below) may be transmitted by our Web server to your computer. That information does not contain any personally identifiable information. Specific types of anonymous information are described below:

Identifiable User Information

Identifiable information means any information that can identify you as an individual, when you voluntarily provide this information, such as when you submit this information to the Website. The personally identifiable information we collect includes, but is not limited to, your first and last name, home address, telephone number, email address, date of birth, gender, income, and driver's license information. We may also collect information about your driving history, the type of automobile you drive, your home ownership history, and certain health information such as whether you have been treated by a doctor for a major health condition.

We may use your personally identifiable information for any lawful purpose, including to deliver our products and services to you; to display customized content and advertising; to conduct research and analysis; to ensure that the Website is functioning properly; to aid us in developing new services; to alert you to product updates, special offers, updated information, and other new services; to contact you in response to your requests for information; to send newsletters and other information to you; to provide you quotes from Service Providers who may contact you using the information you provide; and to obtain additional information needed from you.

As part of our ad delivery and reporting, we log page views and bid requests and collect information for the purpose of delivering ads or providing advertising-related services, including providing a specific advertisement based on a particular type of browser or time of day; statistical reporting in connection with the activity on a Web site; and tracking the number of ads served on a particular day to a particular Web site (tracking web analytics data). To do so, we collect information about the type of browser, referrer and operating system of Web site visitors, as well as the domain name, day and time of visit, and page(s) visited. We do so across multiple Web domains owned or operated by different entities (each, a "Site").

Cookies and Log Files

We use Cookies to serve advertisements to users. Cookies are small text files placed on your hard drive that assist us in providing a more customized website experience. It is our policy to use cookies to make navigation of our website easier for visitors.

If you are concerned about cookies, most browsers permit individuals to decline cookies.

For details of our cookies please refer to our user cookies.

In order to properly manage our website we may anonymously log information on our systems, and identify categories of visitors by items such as domains and browser types. These statistics are used to manage the operational efficiency of our systems.

How We Use Information Collected

Company uses non-personally identifiable data collected from users and website visitors in order to:

- To improve the quality and functionality of the website, enhance your experience, create new services (including customized services), change/cancel existing content and services, or for other internal and statistical purposes.
- To present you relevant content, marketing materials and advertisements, by analyzing your interests from

the web pages you visit and online services that you use.

- To provide you with support and handle inquiries.
- To enforce our terms of use and/or EULA.
- To comply with any applicable law and assist law enforcement agencies as required.
- To conduct surveys and market research.
- To improve the quality and functionality of the website, enhance your experience, create new services (including customized services), change/cancel existing content and services, or for other internal and statistical purposes.
- To present you relevant content, marketing materials and advertisements, by analyzing your interests from the web pages you visit and online services that you use.

With respect to data collected via theMobupps RTB Platform, we may combine Non-Personal Information with data collected from other sources and disclose the Non-Personal Information and combined information to participating advertisers and ad networks so that they can determine whether to bid on ad inventory and in order to improve the relevance of the advertising presented to Users. Examples of such data include: (a) country, city, and other geo-location details based upon the IP address of the User; (b) category and keyword information based upon the Publisher website URL; and

(c) other data from advertisers and data providers that would help in ad targeting (e.g., an advertiser that wants to advertise to Users who have previously visited the advertiser's website).

Company uses personally identifiable data collected from users and website visitors in order to:

- Share it with insurance entities to provide you with the quotes you requested and for them to contact you for informational, advertising, and marketing purposes, by email, telephone, text message, postal mail, or other forms of communication. Further, these insurance entities and third parties may share your personally identifiable information and automatically collected data with other third parties, without restriction. Those third parties may also share your data with other third parties.
- Share it with our Corporate Affiliates.
- Share it with our Vendors and Suppliers. We may share the information we collect on the Website with our vendors and service providers for the purpose of verifying data and where such access is incidental to their providing us services, such as phone number verification services and email service providers.
- Protect our rights and the rights of others when applicable.
- Disclose the information when required under any law or according to an applicable authority order or request.
- To provide you with the opportunity to participate in sweepstakes, contests, giveaways, or other promotions and programs offered by us, either alone or with third parties. Participation in these promotions or programs may require you to submit additional personally identifiable information. Our use and sharing of your information, including personally identifiable information, collected through a promotion or program will be governed by the official rules or agreement governing that promotion or program, as well as by this Privacy Policy. The terms of those rules or that agreement will supersede any conflicting provisions of this Privacy Policy.

How we protect the Collected Information.

Information that we collect is stored on servers that Adkernel solely manages, using standard security procedures and practices appropriate to the nature of the information in an effort to protect information from unauthorized access, destruction, use, modification, or disclosure. If we learn that we have unexpectedly stored personal information (e.g., if we become aware that a URL that we store contains personal information), we will use commercially reasonable efforts to anonymize or purge this information.

Your Consent to Text Message and Telephone Marketing

By submitting your telephone number on the Website, you expressly authorize us our applicable Service Providers and their agents and partner companies to contact you, at the telephone number you provide, with informational and marketing messages and telephone calls including those sent via automated telephone dialing system, text messages, SMS, MMS, picture messages, live and prerecorded telephone calls, including on landlines and wireless numbers, even if the phone number you provide is on a corporate, state, or national Do Not Call list. Your consent is not required to purchase goods or services. Message & data rates may apply. You may revoke your consent at any time by contacting us at the contact details below.

Third Party Sites

Please be aware that other websites and services, including the websites of third parties that you connect

with through our Website or Service, may collect personally identifiable information about you. This Privacy Policy does not cover the information practices of those third-party websites, services, or applications, and therefore we have no responsibility or liability for their content and activities. You should be aware that such third-party applications may share user information. We may use third-party services such as Google Analytics to help us understand how users use the Website or Service and to improve the ways in which we interact with users, including the refinement of interest-based ads displayed to users. Such services, including Google Analytics, may collect information about your use of the Website or Service through cookies, advertising identifiers, and other technologies. The collection and use of data by such third parties, including Google Analytics, are subject to their privacy policies.

Do Not Track Disclosures

Third parties such as advertising networks, analytics providers, and widget providers may collect information about your online activities over time and across different websites when you access or use our Service. Currently, various browsers offer a “Do Not Track” option, but there is no standard for how Do Not Track should work on commercial websites. Due to the lack of such standards, the Site does not respond to Do Not Track consumer browser settings.

Opt-out from internet advertising

Interest-based advertising gives advertisers the chance to show ads that are relevant to you based on your online web browsing behavior. With interest-based advertising, you receive ads and offers that are more likely to be useful to you. Advertisers may also use other information they have or acquire about users’ interests. Users have choices with respect to this type of advertising, as discussed below. You can opt-out of interest-based advertising. If you choose to opt-out you will still see ads, but it is more likely those ads won’t be relevant to you. Interest-based advertising does not depend on information that is personally identifiable to you, such as your name, address, phone number, etc.

Company Web Browser Opt-out: You can click below to opt-out of having the Company Platform used to select ads for your browser based on your online web browsing behavior.

When you opt-out, an opt-out cookie will be stored in your web browser. The Company Platform will know the choice you have made when it sees your opt-out cookie, and will apply your choice to all ads served by the Adkernel Platform. If you block or delete the opt-out cookie, the Platform will not see your choice.

- The opt out cookie may not work if your browser is configured to block third-party cookies.
- If you delete your cookies, you will need to opt out again. There are browser plugins to help you preserve your opt out cookies.
- The opt out only applies to the browser in which you set it. For example, if you set the opt out while using Firefox, but then use Chrome, the opt out will not be active in Chrome. To opt out in Chrome, you will need to repeat the opt out process.
- The opt out does not block or delete cookies, or prevent the use of cookies or other technologies for purposes other than selecting ads based on your interests as inferred by your online behavior. If you opt out, data may still be collected about your web browsing activities and you will still see advertising. Ads may be selected, for example, based on the content of the web page in which they are shown. If you wish to block or delete cookies altogether, you can use web browser settings to do so.

Changes to Policy

From time to time, we may revise this Privacy Policy. Therefore, it is recommended that you read it periodically. All substantial changes made to this policy will be notified on the website, at our sole discretion, and will take effect immediately.

Contact us

Please direct all questions in connection with this Policy via e-mail to: contact@Company.com or by phone: +97286229900 or by mail: Tikshoret 7, Ashdod, Israel 77700

This section contains disclosures required by the California Consumer Privacy Act (“CCPA”) and applies only to “personal information” that is subject to the CCPA.