

Privacy Policy Advanced Satellite Location Services LTD (Advanced Satellite Location Services Ltd., below written as Small-World).

Small World developed this Privacy Policy to provide you with information on how we process your personal data when you visit the Small World app and website, create a Small World account, register and use your satellite device, subscribe to and use satellite communication services, and use the small-world app.

“Personal data” is information relating to an identified or identifiable natural person.

PERSONAL DATA THAT IS PROCESSED WHEN YOU CREATE A SMALL WORLD ACCOUNT:

When you create a Small World account, we ask you to provide your email address and name. You can choose to provide only your first name or a nickname instead of your full name if you wish.

PURPOSES AND LEGAL GROUNDS:

(a) Small World processes your email address because you use your email address and your password to sign in to your account. The legal ground for processing your email address for this purpose is based on Small World’s legitimate interest in protecting the security of your account.

(b) Small World also processes your email address for the purpose of sending you important information about your devices, apps, subscription or account, such as important safety information or material changes to this Privacy Policy. The name you provide is associated with your Small World account.

(c) If you provide your opt-in consent to receiving marketing information from Small World, Small World will also process your email address for the purpose of sending you marketing information about Small World products and apps. The legal ground for processing your email address for this purpose is your consent. You may withdraw your consent at any time by changing your preferences in your Small World account or through the unsubscribe link at the bottom of our marketing emails. The marketing emails you receive from Small World are based on the preferences you provide in your Small World account, the locale indicated by your IP address, the types of Small World devices you have added to your Small World account, and any subscriptions included in your Small World account. The legal ground for processing this data for this purpose is Small World’s legitimate interest in reducing the number of marketing emails sent to each particular customer by selecting which customers receive a particular marketing

email rather than sending every marketing email to every customer who has consented to receiving marketing emails.

(d) Small World also processes your email address to associate it with your Small World account when you interact with our customer support representatives. The legal ground for this processing is Small World's legitimate interest in providing quality customer support.

PERSONAL DATA THAT IS PROCESSED WHEN YOU SIGN IN TO YOUR SMALL WORLD ACCOUNT WITH SOCIAL MEDIA CREDENTIALS IF YOU CHOOSE:

You may choose to sign in to your Small World account using your social media sign in credentials (e.g., your Facebook sign in credentials). If you choose to do this, the first time you do so you will be asked whether you agree that the social media provider may provide certain information to Small World, such as your name, email address, profile photo, posts, comments and other information associated with your social media account.

All of this information is made available to Small World by the social media provider due to the way the social sign-on configuration works. However, the only information Small World retains and processes is your email address. If you do not want your information to be shared with Small World by the social media provider, then you can simply sign in to your Small World account using your Small World account credentials instead of your social media account credentials.

PURPOSE AND LEGAL GROUND:

Small World associates the email address provided by the social media provider with your Small World account so that you can use your email address to sign in to your Small World account in the future if you no longer wish to sign in using your social media account credentials. The legal ground for processing this information for this purpose is Small World's legitimate interest in providing you an alternative sign in method and in securing your account.

PERSONAL DATA THAT IS PROCESSED WHEN YOU PURCHASE A SUBSCRIPTION TO THE SMALL WORLD SATELLITE COMMUNICATION SERVICES:

When you purchase a small world subscription, small world collects your email address, mailing address, billing address, telephone number, and contact information for your chosen emergency contacts. A third party, Rivhit online, processes your payment card information when you purchase a subscription to the small world satellite communication services. We recommend you carefully review Rivhit online policies (<http://www.rivhit.co.il>).

PURPOSE AND LEGAL GROUND:

(a) small-world processes your email address for the purposes of associating it with your subscription to the small-world satellite communication services, enabling you to send emails to and receive emails from other users of small-world devices, and to send

you billing and other information about your subscription to the small-world satellite communication services. The legal ground for processing your email address for these purposes is performance of the subscription contract.

(b) small-world processes your mailing address because small world emergency center and the small world emergency center International Emergency Response Coordination Center (the "IERCC") use the mailing addresses of small-world subscribers to determine if the SOS button has been activated inadvertently by a subscriber at his or her residence. The legal ground for this processing is small-world's legitimate interest in minimizing the number of false alarms.

(c) small-world processes your telephone number because it is used by small world emergency center and IERCC to determine whether the subscriber has inadvertently activated the SOS button at his or her residence, and it is used by small-world to communicate with subscribers about billing information. The legal ground for this processing is small-world's legitimate interest in minimizing the number of false alarms and in communicating with subscribers about their billing information.

(d) small-world processes contact information for your chosen emergency contacts so that small-world and/or small world emergency center and IERCC can communicate with them in the event you are involved in an emergency situation. The legal ground for this processing is small-world's legitimate interest in communicating with your chosen emergency contacts in the event you are involved in an emergency situation.

(e) small-world processes your email address for purposes of sending you subscriber retention emails if you reside in the United States and do not opt-out of receiving such emails or if you reside outside of the United States and opt-in to receiving such emails. The legal ground for this processing is your consent, which you may withdraw at any time.

PERSONAL DATA THAT IS PROCESSED WHEN YOU USE THE SMALL-WORLD SATELLITE COMMUNICATION SERVICES:

The small-world products and satellite communication services are designed to be used as a means of communicating the need for emergency response to appropriate authorities. In order for small-world, its affiliates and its service providers to perform this service, small-world processes text, SMS and email messages sent to and from your small-world device, and small-world processes the location of your small-world device when your small-world device communicates with Iridium satellites.

PERSONAL DATA THAT IS PROCESSED WHEN YOU COMMUNICATE WITH SMALL WORLD REPRESENTATIVES OR SMALL-WORLD APP:

When you interact with our customer support representatives via email, telephone, online or in person, we collect personal data, such as your name, mailing address, phone number, email address and contact preferences; and information about the Small World products you purchase, such as satellite device model and date of purchase, and information about your subscriptions. We also may create event logs that are useful in diagnosing product or app performance-related issues, and capture information relating to the support or service issue. To improve customer service, subject to applicable laws, we may also record and review conversations with customer support representatives, and analyze any feedback provided to us through voluntary customer surveys. With your consent, our customer support representatives may sign in to your Small World account, if appropriate, to help troubleshoot and resolve your issue.

PURPOSE AND LEGAL GROUND:

We use this information to provide you with customer and product support and to monitor the quality and types of customer and product support we provide to our customers. The legal ground for processing this information for these purposes is Small World's and small-world's legitimate interests in providing quality product support. The legal ground for signing in to your Small World account, if appropriate, to help troubleshoot and resolve your issue is consent, which you may withdraw.

Categories of Recipients of Personal Data

SMALL WORLD EMERGENCY CENTER AND IERCC:

When you use the satellite communication services and trigger an SOS emergency signal, small-world will provide information such as your name, email address, mailing address, telephone number, the message content, time sent, and the identify and location of the message sender and recipient to small world emergency center and the small world emergency center International Emergency Response Coordination Center (the "IERCC") provider, and we may also provide this information to competent authorities and first responders, and to members of your family. small world emergency center and IERCC may also provide such information as required to emergency responders.

SEARCH AND RESCUE AUTHORITIES AND EMERGENCY RESPONDERS:

When you use the satellite communication services and trigger an SOS emergency signal, small-world may also provide information such as your name, email address, mailing address, telephone number, the message content, time sent, and the identify and location of the message sender and recipient to competent search and rescue authorities and emergency responders. small world emergency center and IERCC may also provide this information as appropriate to competent search and rescue authorities and emergency responders.

FAMILY MEMBERS:

If you request as part of our subscription settings, small-world may also provide information such as the message content, time sent, and the identify and location of the message sender and recipient to members of your family identified in your subscription settings.

PEOPLE YOU INVITE TO TRACK YOUR WHEREABOUTS:

You can invite family, friends or others to follow your progress on their computers or mobile devices, using the web-based MapShare portal. The small-world device will send track points at preselected time intervals, so followers can track your whereabouts online. You can also invite your family, friends or others to use MapShare to ping your small-world unit and see your GPS location, track your movements and exchange messages during your trip. You can also embed your MapShare page on a blog, website or social media if you wish.

OTHER SERVICE PROVIDERS:

Small World uses cloud services from third parties such as Google and MailGun to assist in sending emails. Those services track the activities associated with these emails, such as whether they were opened, whether links in the emails were clicked on, and whether purchases were made following clicks on those links. Small World uses this data to analyze the level of engagement with its emails. Small World uses third-party service providers to help us better understand usage of our websites and apps, and for related purposes.

small-world uses MailGun to revieve messages from small-world devices to the small-world APP.

OTHER DISCLOSURES:

We may disclose personal data about you to others: (a) if we have your valid consent to do so; (b) to comply with a valid subpoena, legal order, court order, legal process, or other legal obligation; (c) to enforce any of our terms and conditions or policies; (d) as necessary to pursue available legal remedies or defend legal claims; or (e) as we deem necessary or appropriate for purposes of attempting to get you help in the event you are involved in an emergency situation.

We may also transfer your personal data to an affiliate, a subsidiary or a third party in the event of any reorganization, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of Small World's or small-world's business, assets or stock, including, without limitation, in connection with any bankruptcy or similar proceeding, provided that any such entity that we transfer personal data will not be permitted to process your personal data other than as described in this Privacy Policy without providing you notice and, if required by applicable laws, obtaining your consent.

Transfers of Personal Data

Small World is a global business. To offer our products, apps and services, we may need to transfer your personal data to other Small World branches in other countries. When you create a Small

World account, add personal data in your account profile, or upload data to your Small World account, your personal data will be collected and stored on Small World servers in Israel.

All Small World branches are required to follow the privacy practices set forth in this Privacy Statement.

Cookies and Similar Technologies

WEBSITE:

To help analyze how you and other visitors navigate the Small World website, compile aggregate statistics about site usage and response rates, help diagnose any problems with Small World's servers and administer the Small World website, we, with assistance from third-party analytics service providers, collect certain information when you visit our site. This information includes IP address, geographic location of the device, browser type, browser language, date and time of your request, time(s) of your visit(s), page views and page elements (e.g., links) that you click. We may use cookies, pixel tags, web beacons, clear GIFs or other similar tools on our site or in our email messages to assist us in collecting and analyzing such information. We use this information to provide better, more relevant content on our site, to identify and fix problems, and to improve your overall experience on our site.

If you do not want information collected through the use of these technologies, there is a simple procedure in most browsers that allows you to automatically decline many of these technologies, or to be given the choice of declining or accepting them.

If you reside in the European Union or other jurisdiction that requires us to obtain your consent to use cookies on our sites then you will have an opportunity to manage your cookie preferences on the sites; except that certain cookies are required to enable core site functionality and you cannot choose to disable those cookies.

SMALL WORLD APP AND WEBSITE TRAFFIC:

We also collect data from users about their usage of the small-world app, small world webpage, and Small World mobile app. The types of analytical information that are collected include the date and time the app accesses our servers, app version, the location of the device, language setting, what information and files have been downloaded to the app, user behavior (e.g. features used, frequency of use), device state information, device model, hardware and operating system information, and information relating to how the app functions. Small World uses this data to improve the quality and functionality of Small World apps; to develop and market products and features that best serve you and other users; and to help identify and fix app stability issues and other usability problems as quickly as possible.

The legal ground for processing this analytical information is our legitimate interest in understanding how our customers interact with our products, apps and websites so we can enhance the user experience and functionality of our products, apps and websites.

Here are examples of third-party providers of analytics and similar services we currently use:

ANALYTICS SERVICES:

- **Google:** Google Analytics is used to track site statistics and user demographics, interests and behavior on websites. We also use Google Search Console to help understand how our website visitors find our website and to improve our search engine optimization. [Find out more information about how this analytics information may be used](#), how to control the use of your information, and how to opt-out of having your data used by Google Analytics.

Children

We request individuals under 16 not to provide personal data to Small World. If we learn that we have collected the personal data from a child under 16, we will take steps to delete the information as soon as possible.

Privacy Policy Updates

We may update this Privacy Policy from time to time as we add new products and apps, as we improve our current offerings and as technologies and laws change. You can determine when this Privacy Policy was last revised by referring to the “Last updated” legend at the top of this page. Any changes will become effective upon our posting of the revised Privacy Policy.

We will provide notice to you if these changes are material and, where required by applicable law, we will obtain your consent. This notice will be provided by email or by posting notice of the changes on the Small World websites and apps that link to this Privacy Policy.

Retention of Personal Data

We will retain your personal data as long as your Small World account is considered to be active. In addition, see below under “Your Rights” for a description of your right of erasure.

Your Rights

If you reside in the European Union, you have the right under the General Data Protection Regulation to request from Small World access to and rectification or erasure of your personal data, data portability, restriction of processing of your personal data, the right to object to processing of your personal data, and the right to lodge a complaint with a supervisory authority. If you reside outside of the European Union, you may have similar rights under your local laws.

To request access to or rectification, portability or erasure of your personal data, or to delete your Small World account, contact small world representatives.

If you live in the European Union and you wish to exercise your right to restriction of processing or your right to object to processing, contact Small World’s EU Data Protection Officer at Small World

Israel by email at info@small-world.us. If you do not live in the European Union but you believe you have a right to restriction of processing or a right to object to processing under your local laws, please contact Small World at info@small-world.us.