

## ironSource Website Privacy Policy

Last Revised: March \_\_, 2021

The following policy governs how ironSource Ltd. (“**ironSource**“, “**Company**” “**we**” or “**us**“), and its subsidiaries, handle information collected from users of its website, at the address [is.com/](https://is.com/) and its subdomains (the “**Site**“), including ironSource Mobile Dashboard (the “Dashboard”).

Capitalized terms which are not defined herein, shall have the meaning ascribed to them in our Terms of Use available on the Site, which this Privacy Policy is incorporated thereto by reference.

Please note that this privacy policy covers our privacy practices only with respect to the Site.

If you would like to review our privacy policies for our products and services, please see the links below:

Mobile Ad Network and Mediation Platform – <https://developers.is.com/ironsource-mobile/air/ironsource-mobile-privacy-policy/>

Supersonic Studios Apps – <https://supersonic.com/privacy/>

The Site is accessible for individuals around the world. Accordingly, throughout the document, we try to harmonize our approach and the language of the privacy policy as much as possible. However, sometimes we refer to specific laws that require further disclosures. These disclosures cover laws and regulations applicable to the following regions:

1. **Individuals who we deem to be located in the European Economic Area, United Kingdom, or Switzerland** – With respect to the collection and processing of their personal data, as defined by the General Data Protection Regulation (“GDPR”), and the UK Data Protection Act.
2. **Individuals who we deem to be located in California** – With respect to the collection and processing of their personal information, as defined by the California Consumer Privacy Act (“CCPA”).

For purposes of the CCPA, this Privacy Policy serves as both the Privacy Policy and Notice at Collection of Personal Information.

**Your Consent (PLEASE READ CAREFULLY!)**

BY ACCESSING THE SITE AND/OR USING THE SITE, 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 USE THE SITE.

- **Information We Collect, and Purposes of Processing**

We collect the following types of information from Users:

1. Information collected automatically from Users who are visiting the Site (“**Site Information**”):
  - a. **Technical Information** – Technical information about your browser and device is automatically collected when you visit the Site, or the Dashboard app. Such information consists of the device’s IP address, device ID, the type and version of browser used to access the Site, operating system, language of the browser and operating system, and type of device.
  - b. **Interaction Information** – Information about your interactions with the Site or Dashboard app (e.g. whether you clicked on a specific link, where you clicked, time on site, etc.).
2. Information you voluntarily provide us:
  - a. **Registration Information** – When you register to our services, you will be asked to provide your email address, password, billing information, details about your apps, and payment details.
  - b. **Job Application Information** – When you choose to apply for a job at ironSource via the Site, you will be requested to provide us with your full name, email address, phone number, link to your LinkedIn page, link to your website, and your CV.
  - c. **Newsletter Information** – If you subscribe to our newsletter, you will be requested to provide your email address.
  - d. **Event Information** – If you choose to register to an event we host, you will be requested to provide us with your full name, email address, phone number, job

title, current company, and such other information necessary for attending the event.

- e. **Communication Information** – If you choose to communicate with us via an online form on the Site, email, or automated chat service ('chat bot'), you may provide us with information such as your name, and your email address, and any other information you choose to share with us.

- **What are the Purposes of the Collection of Information?**

1. We use Site Information for the following purposes:

| <b>Information Type</b>     | <b>Use</b>   | <b>Legal Basis under GDPR</b>                             |
|-----------------------------|--|---|
| Site Information            | Operating the Site   | Performance of our agreement with you                     |
|                             | Analytics and performance measurement  | Consent   |
|                             | Measure performance of our marketing campaigns   | Consent   |
|                             | Show ads for our services on third party websites to visitors of the Site (i.e. retargeting campaigns) | Consent   |
|                             | Improve the Site, security, and support  | Our legitimate interests                                  |
|                             | Comply with legal obligations  | Compliance with legal obligations to which we are subject |
| Registration Information    | Operating the Dashboard and our services   | Performance of our agreement with you                     |
|                             | Send emails regarding our services   | Legitimate interests                                      |
|                             | Comply with legal obligations  | Compliance with legal obligations to which we are subject |
| Job Application Information | Manage your application  | Performance of our agreement with you                     |

|                           |   |   |
|---------------------------|---|---|
|                           | Offer you with additional positions                                       | Our legitimate interests                                  |
|                           | Comply with legal obligations   | Compliance with legal obligations to which we are subject |
| Newsletter Information    | Send you newsletters  | Performance of our agreement with you                     |
|                           | Comply with legal obligations   | Compliance with legal obligations to which we are subject |
| Event Information         | Register and Manage your attendance to the event                          | Performance of our agreement with you                     |
|                           | Send you our newsletters, and information about future events             | Our legitimate interests                                  |
|                           | Comply with legal obligations   | Compliance with legal obligations to which we are subject |
| Communication Information | Provide you with response to your enquiries, and provide you with support | Performance of our agreement with you                     |
|                           | Manage your communication with us   | Performance of our agreement with you                     |
|                           | Comply with legal obligations   | Compliance with legal obligations to which we are subject |

- **Sharing Information with Third Parties**

We may share information with our subsidiaries and affiliated companies, and with vendors and service providers for the purposes set forth in this Privacy Policy. We may also disclose information if we have a good faith belief that disclosure of such information is reasonably necessary to: (i) comply with any applicable law, regulation, legal process or governmental request; (ii) enforce our agreements and policies, including investigations of potential violations thereof; (iii) investigate, detect, prevent, or take action regarding illegal activities or other wrongdoing, suspected fraud or security issues; (iv) to establish or exercise our rights to defend against legal claims; (v) prevent harm to the rights, property or safety of us, our users, yourself or any third

party; (vi) for the purpose of collaborating with law enforcement agencies or in case we find it necessary in order to enforce intellectual property or other legal rights; or (vii) when we are undergoing any change in control, including by means of merger, acquisition or purchase of all or substantially all of our assets.

- **Deletion or Modification of Personal Information**

If for any reason you wish to modify or delete your Personal Information please send us an email to [website-privacy-request@ironsrc.com](mailto:website-privacy-request@ironsrc.com), and we will make reasonable efforts to modify or delete any such Personal Information pursuant to any applicable privacy laws.

- **Retention of Information**

We store information for as long as is reasonably necessary for the purposes for which it was collected, as explained in this privacy policy. In some circumstances we may store information for longer periods of time, for instance where we are required to do so in accordance with legal, regulatory, tax, accounting requirements.

- **Minors**

To use of Site, you must be over the age of eighteen (18). Therefore, ironSource does not knowingly collect personal information from individuals under the age of eighteen (18) and does not wish to do so. If you have any reason to believe that a minor has shared Personal Information with us, please contact us.

- **Third Party Sites**

While using the Site you may encounter links to third party websites. Please be advised that such third party websites are independent sites, and we assume no responsibility or liability whatsoever with regard to privacy matters or any other legal matter with respect to such sites. We encourage you to carefully read the privacy policies and the terms of use or service of such websites.

- **Cookies**

When you access or use the Site, we may use industry-wide technologies such as “cookies” (or similar technologies), which store certain information on your computer and which will allow us to enable automatic activation of certain features, and make your service experience much more convenient and effortless. It is easy to prohibit certain cookies. You can do so by editing your preferences through the Site's cookie settings link. In addition, most browsers will allow you to erase cookies from your computer's hard drive, block acceptance of cookies, or receive a warning before a

cookie is stored. However, if you block or erase cookies your online experience may be limited.

- **Information to Individuals Located in the European Economic Area, Switzerland, and the United Kingdom**

1. **International Transfers** – We store personal data on our Amazon Web Services servers in the United States, and on the servers of our processors, which may be located outside of the European Union, or the United Kingdom. We will transfer personal data countries which are recognized as providing an adequate level of legal protection or where we can be satisfied that alternative arrangements are in place to protect your privacy rights.
2. **Your Rights** – Data subjects have the right to request us to access, rectify or erase personal data that we process, or to restrict or object to its processing in accordance with the provisions of the GDPR. A data subject can submit a request for exercising these rights by sending us an email to [website-privacy-request@ironsrc.com](mailto:website-privacy-request@ironsrc.com). Please note that we will process the request subject to verification of the consumer's identity.

A data subject that chooses to withdraw consent can do that by the cookie settings available on the Site.

A data subject also has the right to file a complaint with the relevant supervisory authority (e.g. of the consumer's country or domicile) where we have not addressed the data subject's concerns.

- **Information to California Residents**

1. The below table summarizes the categories of personal information of California consumers we have collected, disclosed for a business purpose and sold, as well as the purposes for such disclosures or sales and the categories of sources from which we have obtained such personal information in the past 12 months:

| <b>Categories of Personal Information</b> | <b>Categories of sources from which information collected:</b> | <b>Business or commercial purposes for collection, use, and sharing:</b> | <b>Disclosed for the following categories of third parties:</b> | <b>Sold to the business following purposes to the following categories of parties:</b> |
|---|--|--|---|--|
|---|--|--|---|--|

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|   |          |  |  |                              |
|---|----------|--|--|------------------------------|
| Personal and online identifiers (such as first and last name, email address, or unique online identifiers)  | The Site | See the “What are the Purposes of the Collection of Information” | Corporate affiliates and service providers | All categories listed below. |
| Internet or other electronic network activity information (such as browsing history, search history, interactions with a website, email, application, or advertisement) | The Site | See the “What are the Purposes of the Collection of Information” | Corporate affiliates and service providers | All categories listed below. |
| Geolocation information   | The Site | See the “What are the Purposes of the Collection of Information” | Corporate affiliates and service providers | All categories listed below. |
| Other information about you that is linked to the personal information above  | The Site | See the “What are the Purposes of the Collection of Information” | Corporate affiliates and service providers | Not applicable               |

2. **Recipients of California Personal Information** – Although we do not sell personal information for monetary consideration, we do sell personal information, under the definition of “Sale” in the CCPA, subject to the choices with respect to “Sale” of personal information you make on the Site, to the categories of third parties listed below:
  - Advertising Companies; and
  - Analytics Providers.
3. **Consumer Rights** – A consumer who is a California resident may exercise the following rights regarding his/her personal information, subject to certain exceptions and limitations:

- a. **The right to know** the categories and specific pieces of personal information we collect, use, disclose, and sell about the consumer, the categories of sources from which we collected the consumer's personal information, our purposes for collecting or selling the consumer's personal information, the categories of personal information that we have either sold or disclosed for a business purpose, and the categories of third parties with which we have shared personal information.
- b. The right to request that we **delete the personal information** we have **collected** or maintain about the consumer.
- c. The right to **opt out of our sale(s) of the consumer's personal information**. If a consumer opts out of certain types of sales, we will be unable to provide that consumer with the services that rely on such sales.
- d. The right **not to receive discriminatory treatment** for the exercise of the above privacy rights conferred by the CCPA.

### **How to Exercise Consumer Rights**

A consumer can submit a request to know or to delete personal information by sending us an email to [website-privacy-request@ironsrc.com](mailto:website-privacy-request@ironsrc.com).

In order to exercise the right to opt out of our sale of his/her personal information, a consumer can use the cookie settings provided in the Site.

A consumer may also designate an authorized agent to make a CCPA request on the consumer's behalf by verifying the consumer's identity and providing the agent with a written permission to make the request on the consumer's behalf.

A parent or a guardian of a child under the age of 13 may submit a request on the child's behalf as described above.

### **Verification Process and Required Information**

We may need to request additional information from a customer to verify the customer's identity or process the customer's request. A customer will not be required to create an account with us to submit a request or have it fulfilled. We will require customers to provide, at a minimum, their email address. We will also ask customers to provide us a few of their device identifiers, so that we can verify their identity. Once we verify a consumer's identity, we will request additional information necessary to authenticate the request.

For purposes of the CCPA, this section of the Privacy Policy also serves as a notice of the right to opt out of sale of personal information.

- **Changes to the Privacy Policy**

The terms of this Privacy Policy will govern the use of the Site and any information collected therein. 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 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 or sent by email. 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.

- **Have any Questions?**

If you have any questions (or comments) concerning this Privacy Policy, you are welcome to send us an email to [website-privacy-request@ironsrc.com](mailto:website-privacy-request@ironsrc.com), and we will make an effort to reply within a reasonable timeframe.

**Data Protection Officer**

ironSource Ltd.

[dpo@ironsrc.com](mailto:dpo@ironsrc.com)

121 Menachem Begin Rd., Tel Aviv, Israel

Attn: Data Protection Officer