MOBUPPS PRIVACY POLICY

Effective Date: 23 August 2026

1. About This Privacy Policy

This Privacy Policy explains how Mobupps International Ltd and, where applicable, other companies in the Mobupps group (collectively, “Mobupps”, “we”, “us” or “our”) collect, use, disclose, retain and otherwise process personal information in connection with our websites, online services and advertising technology services.

This Privacy Policy is primarily directed to visitors and users of our websites and to individuals who communicate with us or otherwise interact with our online services. Where we process personal information on behalf of a customer or other business partner as a processor or service provider, that processing is governed primarily by our agreement with that customer or partner and applicable data protection laws.

Please read this Privacy Policy carefully.

2. Who Is Responsible for Your Personal Information?

Mobupps International Ltd is the entity responsible for this Privacy Policy unless another company in Mobupps' group of companies is identified in a specific context.

Contact details with the Company are listed at the bottom of this policy.

3. Information We Collect

The information we collect depends on how you interact with Mobupps. We do not intend to collect information that is unnecessary for the purposes described in this Policy.

3.1 Information You Provide Directly

- Name and contact details, such as email address and telephone number, when you contact us or submit a form.
- Company, job title and other professional information that you choose to provide.
- Information contained in correspondence or other communications with us.
- Other information that you voluntarily submit through our websites or services.

3.2 Information Collected Automatically

When you visit or use our websites or services, we may automatically collect information such as:

- IP address and approximate location derived from an IP address.
- Browser type, operating system, device type and device characteristics.
- Referring URL, pages viewed, dates and times of access and other usage information.
- Cookie identifiers, advertising identifiers and similar online identifiers, where used.
- Information concerning interactions with advertisements, such as impressions, clicks, conversions or installs, where relevant to our services.
- Technical, diagnostic, security and fraud-prevention information.

Some information collected automatically may constitute personal information or personal data under applicable law, even if it does not directly identify you.

3.3 Advertising and RTB Information

In connection with our advertising technology and related services, we may process information contained in advertising requests, impressions, clicks, installs, conversion events and other campaign or user-interaction information. Depending on the service and applicable law, this may include device or advertising identifiers, IP address, browser or device information, approximate location, contextual information derived from a publisher's website or application, consent signals and campaign-related information.

The precise information processed depends on the advertising service, the participating publisher, advertiser, ad network or other partner, and the technical configuration of the service. Where Mobupps processes personal data on behalf of a customer, our contractual arrangements with that customer govern the relevant processing.

4. How We Collect Information

- Directly from you, for example when you contact us or submit information through our website.
- Automatically through our websites and online services, including through cookies and similar technologies.
- From advertisers, publishers, ad networks, agencies and other business partners in connection with advertising services.
- From service providers that support our websites, technology, analytics, security or business operations.
- From other lawful sources, where permitted by applicable law.

5. How We Use Information

We may use personal information for the following purposes, to the extent applicable:

- To operate, maintain and improve our websites and services.
- To provide advertising technology, campaign delivery, measurement, attribution, reporting, optimization and related services.
- To respond to inquiries and provide customer or business support.
- To analyze usage and performance and develop or improve products and services.
- To detect, prevent and investigate fraud, abuse, security incidents and other unlawful activity.
- To communicate with you about our services, including service-related communications.
- To send marketing communications where permitted by applicable law and subject to applicable preferences or consent requirements.
- To comply with applicable laws, regulations, legal process and lawful governmental requests.
- To establish, exercise or defend legal claims and enforce our agreements and policies.
- For other purposes disclosed at or before the time the information is collected, or otherwise permitted by applicable law.

If you submit your E-mail or telephone number through our services, you expressly authorize us our applicable Service Providers and their agents and partner companies to contact you, at the contact details you provided, 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.

6. Legal Bases for Processing in the EEA, UK and Switzerland

Where applicable data protection law requires a legal basis for processing, Mobupps may rely on one or more of the following:

- Performance of a contract or taking steps at your request before entering into a contract.
- Our legitimate interests, such as operating and securing our business, improving services, preventing fraud and managing business relationships, where those interests are not overridden by your rights and interests.
- Your consent, where consent is required or where we choose to rely on consent.
- Compliance with a legal obligation.

Where we rely on consent, you may withdraw consent at any time, without affecting the lawfulness of processing carried out before withdrawal.

7. Cookies and Similar Technologies

We may use cookies, pixels, SDKs, local storage and similar technologies to operate our websites, remember preferences, understand usage, provide analytics, measure advertising and, where permitted, support interest-based advertising.

Please refer to our Cookie Policy and any cookie preference tool made available on the relevant website for current information about the technologies we use and how to manage your preferences.

Where applicable law requires consent for non-essential cookies or similar technologies, we will request and record consent before using those technologies, subject to applicable exceptions.

You may also be able to control cookies through your browser settings. Disabling certain cookies may affect website functionality.

Where required by applicable law, we will recognize and honor legally recognized opt-out preference signals, including Global Privacy Control, in accordance with the requirements applicable to us.

8. How We Share Information

We may disclose personal information to the following categories of recipients, as necessary for the purposes described in this Policy:

- Companies within the Mobupps group.
- Advertisers, publishers, ad networks, agencies and other advertising partners, where necessary to provide or measure advertising services and where permitted by applicable law.

- Technology, hosting, cloud, analytics, security, communications and other service providers acting on our behalf.
- Professional advisers, including lawyers, accountants and auditors.
- Government authorities, courts, regulators and law-enforcement bodies where required or permitted by law.
- Parties involved in an actual or contemplated merger, acquisition, financing, restructuring, sale of assets or similar corporate transaction.
- Other recipients with your direction or consent, or as otherwise disclosed at the time of collection.

We do not disclose personal information to third parties for purposes unrelated to those described in this Policy unless permitted or required by applicable law.

9. Service Providers and Processors

We may engage third-party service providers to host, operate, secure, analyze or otherwise support our websites and services. Where a service provider processes personal information on our behalf, we will require appropriate contractual and security measures as required by applicable law.

Our business arrangements may also involve situations in which a third party acts as an independent controller. The privacy practices of such third parties are governed by their own privacy notices and applicable law.

10. International Transfers

Mobupps and our service providers may process personal information in countries other than the country in which you reside. Where applicable law restricts international transfers, we will use an appropriate transfer mechanism, such as an adequacy decision, Standard Contractual Clauses or another legally recognized safeguard.

Additional information about applicable transfer safeguards may be obtained by contacting us.

11. Data Retention

We retain personal information only for as long as reasonably necessary for the purposes described in this Policy, including to provide services, maintain business and accounting records, comply with legal obligations, resolve disputes, enforce agreements and protect our legitimate interests.

Retention periods may vary depending on the type of information, the purpose for which it was collected and applicable legal requirements. When information is no longer required, we will delete it, anonymize it or securely isolate it as appropriate.

12. Information Security

We maintain reasonable administrative, technical and organizational safeguards designed to protect personal information against unauthorized access, loss, misuse, alteration or disclosure. The measures we use depend on the nature of the information and the risks associated with the processing.

No method of transmission or storage is completely secure, and we cannot guarantee absolute security.

13. Your Privacy Rights

Depending on where you live and the law applicable to you, you may have rights including:

- Access to personal information we hold about you.
- Correction of inaccurate or incomplete personal information.
- Deletion of personal information, subject to applicable exceptions.
- Restriction of certain processing.
- Objection to processing, including certain processing based on legitimate interests.
- Data portability, where applicable.
- Withdrawal of consent where processing is based on consent.
- The right to opt out of certain marketing, sale or sharing activities where applicable.
- The right to lodge a complaint with a competent data protection authority.

To exercise a right, please contact us using the details in Section 17. We may need to verify your identity before completing a request, as permitted by applicable law.

14. California Privacy Rights

This section applies only to the extent the California Consumer Privacy Act, as amended (“CCPA”), applies to Mobupps and to the personal information covered by the CCPA. Company should confirm CCPA applicability and complete the California-specific disclosures and links before publication.

14.1 Categories of Personal Information

Depending on how you interact with us, we may collect categories of personal information such as identifiers and contact information; commercial or professional information; internet or other electronic network activity information; geolocation information; inferences or profiles derived from information; and other categories described in this Policy. We will not collect sensitive personal information beyond what is reasonably necessary and proportionate for the disclosed purposes, unless otherwise permitted by law.

14.2 California Sources and Purposes

We may obtain California personal information directly from consumers, automatically through websites and technologies, from business partners and from service providers or other lawful sources. We use it for the purposes described in Section 5.

14.3 California Rights

Subject to applicable exceptions, California consumers may have rights to know/access, delete, correct, opt out of the sale or sharing of personal information, limit certain uses or disclosures of sensitive personal information, and receive equal treatment for exercising their rights.

14.4 Requests

California consumers may submit requests by emailing contact@mobupps.com. Company should confirm whether a second request method is required and available based on CCPA applicability and business status. We will process requests in accordance with applicable law and may take reasonable steps to verify identity.

14.5 Sale or Sharing / Advertising

To the extent Mobupps engages in a “sale” or “sharing” of personal information as those terms are defined by the CCPA, we will provide the notices and opt-out mechanisms required by applicable law, including a “Your Privacy Choices” or equivalent mechanism where required.

Mobupps will not discriminate against a California consumer for exercising a right under the CCPA, except as permitted by the CCPA.

15. Third-Party Websites and Services

Our websites and services may contain links to third-party websites, applications or services. We are not responsible for the privacy practices of third parties that operate those services. We encourage you to review their privacy notices before providing personal information.

Where third-party analytics or advertising technologies are used on our websites, those providers may collect information through cookies or similar technologies subject to their own privacy practices and applicable law.

16. Children

Our websites and services are not directed to children under the age of 13, and we do not knowingly collect personal information from children under 13 through our websites. If we learn that we have collected such information in circumstances where the law requires its deletion, we will take appropriate steps to delete it.

Where a higher age threshold or additional protections apply under local law, we will comply with those requirements.

17. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our services, technology, legal requirements or privacy practices. We will post the updated version on our website and update the Effective Date. Where applicable law requires advance notice or additional steps for material changes, we will take those steps.

18. Contact Us and Privacy Requests

Mobupps International Ltd

Email: contact@mobupps.com

Telephone: +972 8 622 9900

Address: Tikshoret 7, Ashdod, Israel 77700

If you are located in the EEA, UK or Switzerland, you may also have the right to lodge a complaint with the data protection authority in your jurisdiction.

19. Effective Date

This Privacy Policy is effective as of 23 August 2026 and replaces any prior version of the Mobupps website Privacy Policy from that date.