

PERSONALIZED VIDEO SERVICE TERMS AND CONDITIONS

THANK YOU FOR SUBSCRIBING TO THE PERSONALIZED VIDEO SERVICES OF IDOMOO INC. ("IDOMOO" or "WE" or "US"). THESE PERSONALIZED VIDEO SERVICE TERMS AND CONDITIONS (THIS "**AGREEMENT**") GOVERN YOUR USE OF IDOMOO'S SERVICES (AS DEFINED BELOW). BY CLICKING THE "I AGREE" BUTTON DISPLAYED AS PART OF THE SUBSCRIPTION PROCESS AND/OR BY USING THE SERVICES, YOU HEREBY ACKNOWLEDGE AND AGREE THAT YOU READ, UNDERSTOOD AND AGREED TO BE LEGALLY BOUND BY THIS AGREEMENT. IF YOU ARE ENTERING INTO THIS AGREEMENT ON BEHALF OF A COMPANY OR OTHER LEGAL ENTITY, YOU REPRESENT THAT YOU HAVE THE AUTHORITY TO BIND SUCH ENTITY AND ITS AFFILIATES TO THIS AGREEMENT, IN WHICH CASE THE TERM "YOU" SHALL REFER TO SUCH ENTITY. IF YOU DO NOT HAVE SUCH AUTHORITY, OR IF YOU DO NOT AGREE WITH THIS AGREEMENT, YOU MUST ABORT THE SUBSCRIPTION PROCESS AND MAY NOT MAKE ANY USE OF THE SERVICES.

1. Definitions

"**Acquired Services**" means the specific Services purchased by you from Idomoo through an Order Form.

"**Affiliate**" means any entity which directly or indirectly controls, is controlled by, or is under common control with the subject entity. "Control," for purposes of this definition, means direct or indirect ownership or control of more than 50% of the voting interests of the subject entity or the right to appoint more than 50% of such entity's directors or members of a similar body.

"**Customer Data**" means information and data, which may include names, dates, financial and other specific information, provided by you, or anyone on your behalf, to Idomoo for the purpose of integrating with a Template (as defined below) and generating Personalized Videos through the System and/or for the delivery of Personalized Videos to Viewers.

"**Idomoo Scene Builder**" means a script file or any other plugin or similar element which may be downloaded from the Website or otherwise provided to you by Idomoo, to be used with a program recommended by Idomoo for the creation or editing of a Video Project or Template.

"**Idomoo Scene Viewer**" means a program which may be downloaded from the Website or otherwise provided to you by Idomoo to be used for the pre-view and editing of a Video Project generated by Idomoo Scene Builder.

"**Idomoo Template**" means a readymade Template (as defined below) which we may make available to users for creation of Personalized Videos using their Customer Data.

"**Order Form**" means any online or written form used for placing an order for specific Services under this Agreement and evidencing the agreed terms between Idomoo and you, specifying, among other things, the type of Services acquired, the applicable fees and the billing period, each such Order Form to be incorporated into and to become a part of this Agreement.

"**Personalized Video**" means each video clip generated by the System from integrating the Customer Data with a Template.

"**Services**" means, in general, the generation by Idomoo through its System of Personalized Videos from incorporation of the Template and Customer Data provided by you to Idomoo, alongside any applicable related services offered by Idomoo (including without limitation any applicable service referenced in this Agreement).

"**System**" means Idomoo's proprietary system for generation of Personalized Videos.

"**User Account**" means the account with Idomoo within which all your activities connected to the Services are carried out. A single User Account may be used for all of your separate Templates.

"**User Data**" means the Video Project, Customer Data and all related content and information that you or anyone on your behalf or working for you submit to us in connection with the Services.

“**Video Project**” means the original video materials that you create and provide us which become a Template from which Personalized Videos may be generated.

“**Viewer**” means your end-customer, client or any other person or entity to which you wish to send a Personalized Video containing the Customer Data applicable to such Viewer.

“**Website**” means Idomoo’s official website, at Idomoo.com, as may be updated from time to time, and any successor thereof.

2. **The Services**

2.1. Video Projects, Idomoo Scene Builder and Idomoo Scene Viewer. Our System accepts Video Projects created or edited by such program(s) as we may specify from time to time on our Website, with the use of the Idomoo Scene Builder for creation of Dynamic Content placeholders and the use of the Idomoo Scene Viewer for the pre-view and editing of a Video Project generated by Idomoo Scene Builder. “Dynamic Content placeholders” may be described as ‘virtual placeholders’ formed in specific locations in each Video Project for the incorporation of the applicable Customer Data. The use of the Idomoo Scene Builder creates a blank data file alongside each Video Project on which the actual Customer Data is to be inserted by you (the “**Data File**”). You may download the Idomoo Scene Builder and the Idomoo Scene Viewer from the Website. Once the Idomoo Scene Builder and the Idomoo Scene Viewer are downloaded, they may be used for the creation and editing of multiple Video Projects. You may be requested to download updated versions of the Idomoo Scene Builder and the Idomoo Scene Viewer from time to time. Download and use of the Idomoo Scene Builder and the Idomoo Scene Viewer is subject to the terms and conditions set forth in the [Idomoo Features License Agreement](#).

2.2. The Process. You are responsible for the creation and delivery to us of the Video Projects and the Customer Data (by filling in the Data File) and we have no responsibility whatsoever in that respect (except in case you use Idomoo Templates, in which case we shall provide a readymade Template, as defined below). Once you create a Video Project, you should upload it through Your User Account to which you may login from the Website. Our System will technically validate and set up the Video Project as a template from which Personalized Videos may be generated (the “**Template**”). Such validation and technical set-up relates solely to such original Video Project being technically suitable for **generation** of Personalized Videos and does not relate in any way to the **content** of the Video Project or the Customer Data. The Data File of each Video Project will be saved automatically on the System alongside the Video Project. You may download and populate the Data File with Customer Data at any time. Without derogating from the restrictions set forth in Section 4.1(i) below, our system may include features allowing you to provide other parties acting on your behalf with access to certain locations, features or data within your designated files and/or accounts. You shall be fully responsible for any activities carried out by such parties. Generating the Personalized Videos may be carried out as specified on the Website. Once generated, the Personalized Videos will be stored for a limited period as agreed with you in the applicable Order Form. We may choose to provide you with either (i) links to the Personalized Videos; or (ii) the actual Personalized Video files in such format that is then made available by us.

2.3. Delivery. To the extent Idomoo provides any means of delivery of the Personalized Videos to your Viewers (for which Idomoo may charge additional fees) including by using a third party provider to provide automated email and messages delivery services (“**Delivery Services**”), any delivery of Personalized Videos by Idomoo shall be done solely in accordance with the information and instructions provided by you, for which you shall be fully responsible, and subject to any Applicable Laws (as defined below). Idomoo reserves the right to change at any time the automated email and messages delivery service provider, if and to the extent used by it, for the provision of the Delivery Services. You represent and warrant to Idomoo that (i) any Viewer has either provided an express consent to be sent Personalized Video in accordance with this Agreement or that such consent is not required under Applicable Law and according to your agreement with the Viewers; (ii) any Viewer has either provided an express consent to have Customer Data related to him used for the delivery of Personalized

Videos and/or handed over to third party providers for such purpose, or that such consent is not required under Applicable Law and according to your agreement with the Viewers; and (iii) there are no agreements or Applicable Laws preventing Idomoo or anyone on its behalf to deliver the Personalized Videos to the Viewers. Idomoo reserves the right to suspend any delivery of Personalized Videos if in its sole opinion such delivery may be infringing upon any third party rights or otherwise unlawful or harmful, such suspension will not derogate from Idomoo's entitlement to receive payment for the Services. Idomoo will not be liable for any direct or indirect damages resulting from the delivery of Personalized Videos to your Viewers. You acknowledge that Customer Data provided for the delivery of Personalized Videos may be used by third party providers for such purposes as, amongst others, the improvement of such third party's services or for the detection of violations of such third party's terms of use. You agree to indemnify and hold Idomoo and its delivery service providers harmless from any liability, damages, losses, costs and expenses (including attorneys' fees), if and when incurred, resulting from or in connection with the delivery of Personalized Videos.

- 2.4. Hosting and Storage. In providing the Services, Idomoo may use the Amazon Web Services™ for hosting and storage purposes or such other reputable provider of hosting and storage services as Idomoo may choose. Idomoo reserves the right to change at any time the hosting and storage solutions used by it for provision of the Services.
- 2.5. Targeted Advertising. To the extent you are engaging Idomoo for use of the Targeted Ad Services (as defined below) offered by Idomoo this Section shall apply in addition to the other terms of this Agreement (for avoidance of doubt, the Targeted Ad Services are part of the Services, to the extent they are provided). The "**Targeted Ad Services**" mean, in general, the generation by Idomoo of a few several video variants based on a single video Template and User Data provided by you for such purpose, and the delivery of advertisements which contain specific variants of such video to specific targeted audiences. The Targeted Ad Services are provided with the use of Idomoo's proprietary tool for targeted ad services (the "**Targeted Ad Tool**") and the services offered by Facebook, Inc. and/or its related companies ("**Facebook**") through any of Facebook's self-service advertising interfaces, API's and other tools or features offered by Facebook for advertisement delivery, advertisement performance and results review and similar purposes (collectively the "**Facebook Tools**"). Any use of the Targeted Ad Tool as part of the Targeted Ad Services shall be made by Idomoo alone, unless you have agreed otherwise in advance and in writing with Idomoo, in which case such use shall be subject to the applicable terms of the [Idomoo Features License Agreement](#) in addition to the terms of this Agreement.

You acknowledge that Idomoo must access your applicable Facebook accounts for use of Facebook Tools in order to provide the Targeted Ad Services, and you hereby authorize such access. You further authorize Idomoo to use your applicable Facebook accounts in order to extract information regarding the performance of the Targeted Ad Services through the Facebook Tools meant for the tracking and review of advertisement performance and results, including without limitation Facebook's 'Page Insights' and 'Adverts Reporting' features, and use such information in order to improve the Services. You acknowledge that any portion of the Targeted Ad Services including the use of Facebook Tools shall be provided subject to applicable Facebook terms and policies, and you undertake to uphold all applicable Facebook terms and policies as such may be published from time to time. Idomoo shall have no liability whatsoever with respect to any act by Facebook, any functionality or operation programed by Facebook into the Facebook Tools, or the quality of the performance of the Facebook Tools. To the extent you are using the Targeted Ad Services in relation to a targeted add campaign you are managing for a third party, you represent that you have attained such third party's authorization to allow Idomoo use such third party's Facebook accounts as contemplated in this section. Aside from the uses permitted in this paragraph, Idomoo shall make no use whatsoever of any Facebook account to which it has been granted access pursuant to this section.

3. Proprietary Rights

- 3.1. **Idomoo Proprietary Rights.** Subject to your right to use the Services as specified herein, in the applicable Order Form and as may be described on the Website, Idomoo shall own all rights, title and interest in and to the Services and in any Idomoo Templates including all intellectual rights related thereto (including with respect to any improvements, enhancements or modification to the Services or the related intellectual property rights made as a result of your feedback or recommendation, with respect to which you shall be deemed to have granted to us a royalty-free, worldwide, irrevocable, perpetual, sublicensable, transferable license to use and incorporate into the Services) ("**Idomoo IPR**"). Idomoo's name, trademarks, service marks, logos, and the product names associated with the Services are trademarks and/or service marks and/or trade names owned by Idomoo or third parties who licensed their rights to Idomoo, and no right or license is granted hereunder to use them.
- 3.2. **Third Parties Proprietary Rights.** Each third party provider used for the Delivery Services or for hosting and storage purposes shall own all rights, title and interest in and to its services and technology (including with respect to any additions, improvements, updates, and modifications thereto) ("**Third Party IPR**").
- 3.3. **Restrictions.** You shall not (i) alter, modify, reverse engineer, decompile, disassemble, or otherwise attempt to derive the source code or create derivative works based on the Idomoo IPR or a Third Party IPR, (ii) access the Services in order to create a competitive service or product; or (iii) copy any features, functions, images or graphics of the Idomoo IPR or a Third Party IPR, (iv) interfere in any manner with the operation or the hosting of the Idomoo IPR or a Third Party IPR or attempt to gain unauthorized access to the Idomoo IPR or Third Party IPR; or (v) otherwise access or use the Idomoo IPR or a Third Party IPR, or provide access to the Idomoo IPR or a Third Party IPR to any third party, except as expressly permitted by this Agreement.
- 3.4. **Your Proprietary Rights.** As between us and you, you shall own all of your User Data and we acquire no right, title or interest thereof, except for the right to use or to enable third parties to use the User Data for the creation of the Personalized Videos as part of the Services and for the delivery of such Personalized Videos, to the extent applicable. Subject to your payment of the applicable Fees, generated Personalized Videos that are actually delivered to you shall become your property. Notwithstanding the aforesaid, to the extent any Idomoo Templates are made available by us for you to use, you shall not request, nor be granted, any rights in the Idomoo Templates, which shall remain Idomoo Property at all time, except for a limited, non-exclusive and non-transferable right to use such Idomoo Templates for generating the amount of Personalized Videos set forth in the applicable Order Form. Your use of an Idomoo Template shall in no way prevent any others from using the same Idomoo Template for any purpose.

4. **Use of the Services**

- 4.1. **Acceptable Use.** By using the Services, you represent to us that you are at least 18 years old (in case of individual users), and that you have the legal right and authority to enter into this Agreement and to perform your obligations under this Agreement. You are responsible for all of the acts or omissions associated with use of the Services by you or by anyone on your behalf. You undertake to abide by all applicable local, state, national and foreign laws, treaties and regulations ("**Applicable Laws**") in connection with your use of the Services, including, but not limited to, those related to data privacy, international communications and the transmission of technical or personal data. You specifically agree not to, in any way: (i) resell, license or lease the Services to a third party; (ii) access (or attempt to access) your or any other party's User Account by any unauthorized or automated means, other than through the interface that is provided by Idomoo; (iii) breach this Agreement or any other applicable rules and instructions that we may convey with respect to the use of the Services, including, but not limited to, any hosting and storage services and Delivery Services provided by third parties to facilitate the Services; (iv) interfere with or disrupt the integrity or damage the performance or security of the Website or any of our computer systems or networks or circumvent or manipulate the operation or functionality of the Website or our computer systems or networks, including, but not limited to, any hosting and storage services and Delivery Services provided by third parties to facilitate the Services; (v) impersonate any person or entity, or make any

false statement pertaining to your identity, employment, agency or affiliation with any person or entity; (vi) in connection with your use of the Services, collect or process any information of third parties without their explicit consent; (vii) be involved in any illegal activities in connection with your use of the Services, including, but not limited to, promoting, transmitting, or otherwise making available gambling sites or services or disseminating, promoting or facilitating child pornography; (viii) violate the security or integrity of any third party network, computer or communications system, software application, or network or computing device used by us for providing the Services including, but not limited to, any hosting and storage services and Delivery Services provided by third parties to facilitate the Services; or (ix) interfere with the proper functioning of any system related to the Services, including, but not limited to, deliberate attempt to overload a system by mail bombing or flooding techniques. To the extent a trial Personalized Video generation demo is available to you on our System (the “**Demo**”), you may not create additional Personalized Videos beyond the permissible number (by utilizing multiple accounts or any other means). Without derogating from any other remedy available to it for such breach, Idomoo shall be entitled to charge you the full price, on the basis of its then current rates, for any Personalized Video created other than within the limited framework of the Demo or in connection with the Acquired Services.

- 4.2. User Data. In order to maintain the compatibility of Idomoo’s guidelines and services with the data protection regulation and industry security best practices around the world, we hereby instruct you to make sure that no data (including, without limitation, any User Data), will be provided to us, unless it is in compliance with all Applicable Laws relating to data protection. Without derogating from the above, you are solely responsible for all User Data that you or anyone on your behalf or engaged by you provide us. You assume all risks associated with your User Data, including, but not limited to, anyone's reliance on their quality, accuracy or reliability, or any disclosure by you of information in User Data that makes you or anyone else personally identifiable. You may not, and may not permit or allow anyone on your behalf to, submit User Data which (i) is false, misleading or inaccurate or otherwise include unauthorized disclosure of any information; (ii) are illegal, libelous, deceptive, obscene, pornographic, threatening, defamatory, harmful to minors, racist, harassing or otherwise injurious to third parties or objectionable; (iii) contain software viruses, Trojan Horses, worms or any other computer code, files or programs designed to interrupt, destroy or limit the functionality of any computer software or hardware or telecommunications equipment or surreptitiously intercept or expropriate any data or information; (iv) encourage, support, assist, provide instructions or advice in the committing of a criminal offense, under Applicable Laws; (v) may be deemed to be unlawful commercial communications (“spam”), chain letters, or pyramid schemes; or (vi) are invasive of privacy or infringing misappropriates or violates of any intellectual property rights or other third party rights. You represent and warrant that you own or otherwise have sufficient rights to the User Data that you or anyone on your behalf submit, as required for their submission and for the generation of Personalized Videos on their basis; that their use does not violate this Agreement and will not cause injury or harm to any person or entity. Idomoo has no obligation to inspect the User Data or monitor your use thereof. However, Idomoo reserves the right (but not the obligation) to review User Data which you provide and to remove, screen, edit, or reinstate User Data from time to time at Idomoo’s sole discretion. Idomoo shall provide you a notice of any such action as soon as practically possible. By submitting your User Data, you irrevocably grant Idomoo a worldwide, perpetual, irrevocable, non-exclusive, royalty-free, fully paid-up, fully sub licensable and transferable right and license to use, modify, host, deliver and display the User Data as may be necessary to perform the Services and to deliver the Personalized Videos to Viewers based on Viewer Data, including with the assistance of Delivery Services.

IDOMOO TAKES NO RESPONSIBILITY AND ASSUMES NO LIABILITY WHATSOEVER FOR ANY USER DATA. SHOULD IDOMOO BECOME AWARE THAT YOU HAVE BREACHED THIS AGREEMENT (OR ANY PART OF IT), OR SHOULD IDOMOO BECOME AWARE (WHETHER BY NOTICE TO IDOMOO OR OTHERWISE) OF ANY THIRD PARTY CLAIMS WITH RESPECT TO THE USER DATA WHICH IF TRUE WOULD MEAN THAT YOU HAVE BREACHED THIS AGREEMENT, IDOMOO SHALL BE ENTITLED, AT ITS SOLE

DISCRETION, TO REMOVE THE CONTENT IN VIOLATION IMMEDIATELY, TERMINATE OR SUSPEND YOUR USER ACCOUNT IN RESPECT OF SUCH CONTENT OR IN GENERAL, AND NOTIFY THE RELEVANT AUTHORITIES, WITHOUT ANY LIABILITY TO YOU FOR SUCH ACTIONS (INCLUDING IF EVENTUALLY SUCH THIRD PARTY CLAIMS WERE PROVEN NOT TO BE TRUE). YOU AGREE TO INDEMNIFY AND HOLD IDOMOO HARMLESS FROM ANY LIABILITY, DAMAGES, LOSSES, COSTS AND EXPESNES (INCLUDING ATTORNEYS' FEES), IF AND WHEN INCURRED, RESULTING FROM ANY THIRD PARTY (INCLUDING WITHOUT LIMITATION THIRD PARTIES RELATED TO THE PROVISION OF THE SERVICES) CLAIM OR DEMAND ARISING IN CONNECTION WITH YOUR USER DATA, YOUR USE OF THE SERVICES, YOUR VIOLATION OF THIS AGREEMENT, OR YOUR VIOLATION OF ANY RIGHTS OF OTHERS.

- 4.3. Data Backup. You have sole responsibility for adequate protection and backup of data and/or equipment you use in connection with the Services. Idomoo and third party used by Idomoo for the Delivery Services may store the User Data on its servers or with third party hosting and storage services, including, but not limited to, the Video Projects, Personalized Videos and Data Files, for a limited period of time as may be applicable for each Template (and following the lapse of such period Idomoo may erase such information and shall not be obligated to keep a record thereof). In the event in which Idomoo delivers or makes available to you the Personalized Videos, other than merely by links to where such video clips are hosted, it is your responsibility to download such Personalized Videos immediately after they are made available to you by Idomoo and create any necessary backups of such Personalized Videos.
- 4.4. Idomoo's performance of this Agreement is subject to existing laws and legal process, and nothing contained in this Agreement will derogate from Idomoo's right to take any action that Idomoo believes to be required to comply with governmental, court, and law enforcement requests or requirements relating to your use of the Services or information provided to or gathered by Idomoo with respect to such use.
- 4.5. Idomoo Templates. In the event in which we make available to you any Idomoo Templates and you use such Templates for generating Personalized Videos, you shall provide us with any analytical information we require with respect to the Personalized Videos generated from such Idomoo Templates, such as email-open rates and so forth. You agree to allow us to use and present examples of Personalized Videos generated for you from Idomoo Templates on our website and to any third party in our sole discretion. By using the Idomoo Templates, you agree to allow us to present your name and company logo (which you shall provide us, upon request) in connection with your use of the Idomoo Templates. The provisions of this Agreement shall govern your use of the Idomoo Template, with all necessary changes made.

5. **Registration and User account**

- 5.1. User Account. The Services will be provided to you through your User Account. When opening your User Account and when utilizing the Services we will ask you to provide us with certain information including information regarding your designated contact person(s) and billing information. All information provided by you to Idomoo in connection with opening of the User Account must be true, current and complete. You should update such information from time to time, and no later than 7 days after any change to it. You grant Idomoo the right to independently verify any information that you provide, but Idomoo does not have the obligation to do so. If you provide any information that is false, inaccurate, out of date or incomplete, or if we have reason to believe that the information which you have provided us with is false, inaccurate, out of date or incomplete, we may suspend or terminate your User Account and refuse any and all current or future use of the Services.
- 5.2. Login. To log in, you must use the email address and password (or other allowed identification means) you entered in the registration process. We may also establish and require from time to time additional or different means of identification and authentication for logging in and accessing your User Account, or for accessing other certain services of Idomoo. You are responsible for maintaining the confidentiality of your password. You are fully responsible for all activities that occur under your password and in your User Account, and agree to notify

Idomoo immediately of any unauthorized use of your User Account or any other breach of security.

6. **Privacy & Security**

Idomoo respects your privacy and the privacy of third parties whose information you may include in the Customer Data, subjects to the terms of this Agreement. The use of any Services shall at all times be subject to Idomoo's [Privacy and Information Security Policy](#), which constitutes an integral part of this Agreement. Idomoo reserves the right to modify the [Privacy and Information Security Policy](#) in its discretion from time to time. Therefore it is recommended that you read it periodically. Continued use of the Services after any such changes shall constitute your consent to such changes. Additionally, any Customer Data provided for the delivery of Personalized Videos may be used by third party providers subject to their terms of use and privacy policies for purposes of the improvement of such third party's services, the detection of violations of such third party's terms of use or other similar purposes.

Idomoo uses and implements information security systems and procedures to secure your personal information and to prevent unauthorized access to your User Account, personal and third party information you provide to us and your Personalized Videos. While such systems reduce the risk of security breaches, they do not provide absolute security, and Idomoo cannot guarantee that your User Account or any information will be immune from any unlawful interceptions or unauthorized access. To learn more about how Idomoo secures your personal information, please see the [Privacy and Information Security Policy](#).

Without derogating from the above or any other provision in this Agreement (including without limitation Sections 2.3 and 4.2 above), by entering into this Agreement you agree not to include any personally identifiable information (PII) (being any data that could potentially identify a specific individual, can be used to distinguish one person from another and can be used for de-anonymizing anonymous data), unless determined as being required for the provision of the Services as detailed in Section 4.2 above (i.e. – for inclusion in your Personalized Videos), in which case such information must be masked by you before it is transferred to us, such that when received by us it will no longer include any personally identifiable information. For example, if the Personalized Video requires a reference to a credit card number then it should be done by using the last 2-4 credit card digits. To the extent you will at any time provide us with personally identifiable information in contradiction with the foregoing, you hereby waive any claim you may have against us with respect thereof and agree to indemnify and hold Idomoo and its delivery service providers harmless from any liability, damages, losses, costs and expenses (including attorneys' fees), if and when incurred, resulting from or in connection with the delivery of such information.

7. **Confidentiality of Terms of Engagement**

Neither party shall disclose the terms of any Order Form to any third party other than its Affiliates and their legal counsel and accountants, and other than as part of a due diligence procedure relating an investment in or acquisition of such party (subject to a confidentiality undertaking by the party to whom such information is disclosed), without the other party's prior written consent. However, a party may disclose such information if it is compelled by law to do so, provided it gives the other party prior notice of such compelled disclosure (to the extent legally permitted) and reasonable assistance, at the other party's cost, if the other party wishes to contest the disclosure.

8. **Charges and Payment of Fees**

You shall pay all applicable fees or charges with respect to the Acquired Services (the "**Fees**") as shall be agreed in the applicable Order Form. All payment obligations are non-cancelable and all amounts paid are non-refundable. At our discretion, late payments may be charged with a late payment interest at a rate of 1.5% of the outstanding balance per month, or the maximum rate permitted by law, whichever is lower, from the date such payment was due until the date paid. We may offer you the option to pay the Fees for certain Services offered on the Website through external billing and payment processing services providers (the "**Clearing Services**"). In such

cases where you have chosen to pay the Fees with the use of the Clearing Services, such payment will be made through the external website of the Clearing Service provider, which is not part of the Website. Use of the Clearing Services is subject to the Clearing Services provider's applicable terms of use. The Fees do not include any taxes, levies, duties or similar governmental assessments of any nature, including but not limited to value-added, sales, use or withholding taxes, assessable by any local, state, provincial, federal or foreign jurisdiction (collectively, "Taxes"). You are responsible for paying all Taxes associated with your purchases hereunder. If we have the legal obligation to pay or collect Taxes for which you are responsible under this paragraph, the appropriate amount shall be invoiced to and paid by you, unless you provide us with a valid tax exemption certificate authorized by the appropriate taxing authority. We are solely responsible for taxes assessable against us based on our income.

To the extent you shall choose to use the Clearing Services and disclose information directly (including if following the use of a link provided on the Website) to a Clearing Services provider on its external website, you understand and acknowledge that such use is through an external website which is not part of the Website, that the Clearing Services are not part of the Services provided Idomoo, and that any information disclosed on such external website is not under our control. WE MAKE NO WARRANTIES OR PROMISES WHATSOEVER IN CONNECTION TO THE CLEARING SERVICES, THE USE OF ANY EXTERNAL WEBSITE AND/OR ANY INFORMATION DISCLOSED ON SUCH EXTERNAL WEBSITE (INCLUDING IF FOLLOWING THE USE OF A LINK PROVIDED ON THE WEBSITE). WE SHALL HAVE NO LIABILITY WHATSOEVER IN CONNECTION WITH THE CLEARING SERVICES.

9. **Warranties and Disclaimers**

Subject to your compliance with your undertakings herein, we warrant that the Services shall be performed substantially in accordance with the published specifications on our Website. Your sole remedy for non-compliance shall be the making by us of reasonable commercial efforts to fix such non-compliance.

EXCEPT FOR THE AFORESAID WARRANTY, THE SERVICES INCLUDING, BUT NOT LIMITED TO, ANY HOSTING AND STORAGE SERVICES, THIRD PARTY SERVICES USED TO PROVIDE TARGETED AD SERVICES, AND DELIVERY SERVICES PROVIDED BY THIRD PARTIES TO FACILITATE THE SERVICES, ARE PROVIDED TO YOU STRICTLY ON AN "AS IS" AND "AS AVAILABLE" BASIS AND WE DISCLAIM TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW ALL OTHER WARRANTIES, WHETHER EXPRESS, IMPLIED, STATUTORY OR OTHERWISE, INCLUDING, WITHOUT LIMITATION, ANY IMPLIED WARRANTY OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR NON-INFRINGEMENT OF THIRD PARTY RIGHTS IN RELATION TO THE SERVICE. WITHOUT DEROGATING FROM THE AFORESAID, IDOMOO MAKES NO REPRESENTATION, WARRANTY, OR GUARANTY AS TO THE RELIABILITY, TIMELINESS, QUALITY, SUITABILITY, TRUTH, AVAILABILITY, ACCURACY OR COMPLETENESS OF THE SERVICES OR THE SYSTEM.

The availability and functionality of the Services depend on various factors and elements, including software, hardware and communication networks, and partially provided by third parties, including third party hosting and storage services, third party services used to provide Targeted Ad Services, and Delivery Services. These factors are not fault free. We do not warrant or guarantee that the Services (including, without limitation, the hosting and storage services, third party services used to provide Targeted Ad Services, and the Delivery Services) will operate without disruption, limitations, delays, errors or interruptions, or that they will be accessible, or available at all times, or immune from unauthorized access or error free.

10. **Limitation of Liability**

IN NO EVENT SHALL IDOMOO OR ITS THIRD PARTY PROVIDERS (INCLUDING WITHOUT LIMITATION ANY PLATFORM OR MARKET PLACE THROUGH WHICH IDOMOO OFFERS ITS SERVICES) BE LIABLE TO ANYONE FOR ANY INDIRECT, PUNITIVE, SPECIAL, EXEMPLARY, INCIDENTAL, CONSEQUENTIAL OR OTHER DAMAGES OF ANY TYPE OR KIND (INCLUDING LOSS OF DATA, REVENUE, PROFITS, USE OR OTHER ECONOMIC

ADVANTAGE) ARISING OUT OF, OR IN ANY WAY CONNECTED WITH THE SERVICES, THE DELIVERY SERVICES, THIRD PARTY SERVICES USED TO PROVIDE THE TARGETED AD SERVICES, AND THE HOSTING AND STORAGE SERVICES, INCLUDING BUT NOT LIMITED TO THE USE OR INABILITY TO USE THE SERVICES, OR FOR ANY CONTENT OBTAINED FROM OR THROUGH THE SERVICES, ANY INTERRUPTION, INACCURACY, ERROR OR OMISSION, EVEN IF IDOMOO HAS BEEN PREVIOUSLY ADVISED OF THE POSSIBILITY OF SUCH DAMAGES AND EVEN IF SUCH DAMAGES WERE REASONABLY FORESEEABLE. IN NO EVENT SHALL IDOMOO OR ITS THIRD PARTY PROVIDERS (INCLUDING WITHOUT LIMITATION ANY PLATFORM OR MARKET PLACE THROUGH WHICH IDOMOO OFFERS ITS SERVICES) BE LIABLE TO ANYONE FOR ANY DIRECT DAMAGES OF ANY TYPE OR KIND ARISING OUT OF OR IN ANY WAY CONNECTED WITH THE DELIVERY SERVICES, THIRD PARTY SERVICES USED TO PROVIDE THE TARGETED AD SERVICES, AND THE HOSTING AND STORAGE SERVICES. IN NO EVENT SHALL IDOMOO'S LIABILITY TO YOU WITH RESPECT TO A SINGLE INCIDENT ARISING OUT OF OR RELATED TO THIS AGREEMENT (REGARDLESS OF THE THEORY OF LAW) EXCEED THE FEES PAID BY YOU TO IDOMOO DURING THE 6 MONTHS PRECEDING SUCH INCIDENT AND IN NO EVENT SHALL IDOMOO'S AGGREGATE LIABILITY WITH RESPECT TO ALL SUCH INCIDENTS EXCEED THE TOTAL AMOUNT OF FEES PAID BY YOU TO IDOMOO.

Certain states and/or jurisdictions do not allow the exclusion of implied warranties or limitation of liability for incidental, consequential or certain other types of damages, so the exclusions set forth above may not apply to you.

11. Term and Termination

- 11.1. **Term**. This agreement is effective from the moment of your acceptance by clicking the "I agree" button or otherwise as stated above, and shall continue in full force and effect until terminated in accordance with the terms of this section or as otherwise specified in the applicable Order Form.
- 11.2. **Termination**. Except as may be otherwise stated in the Order Form, you may Terminate this Agreement and cease using the Services for any reason or for no reason at all, at your convenience, by providing 30 days advance written notice of termination, provided however, that any Fees that have been received by us prior to such termination shall be non-refundable and any Fees not yet paid on account of Services provided prior to such termination will become immediately payable by you to Idomoo. Idomoo reserves the right, in its sole discretion, to terminate the Agreement or suspend your access to the Services or any portion thereof and at any time without notice (i) for convenience, in which case Idomoo may refund to you the Fees paid by you in advance of receiving the Services not yet provided on a pro rata basis; (ii) for inactivity, which is defined as failing to utilize the Services for an extended period of time; or (iii) if you breach or default under any material provision of this Agreement.
- 11.3. **Effect of Termination**. The termination of this Agreement for any reason shall not affect any rights, obligations or liabilities accrued through the date of termination, including, but not limited to, any unpaid Fees and any other obligations you have incurred through the date of termination for your use of the Services. The provisions of Sections 3, 4 and 7 through 12 shall survive the termination or expiration of the Agreement.

12. Miscellaneous

This Agreement shall be exclusively governed by the laws of the State of New-York, without regard to the choice or conflicts of law provisions thereof, and any disputes, actions, claims or causes of action arising out of or in connection with this Agreement or the Service shall be subject to the exclusive jurisdiction of the courts of New-York city. This Agreement and any Order Form related thereto comprise the entire agreement between the parties and supersedes all prior or contemporaneous negotiations, discussions or agreements, whether written or oral, between the parties regarding the subject matter contained herein. Idomoo reserves the right to make changes to this Website and to these terms and conditions at any time. Your continued use of the Website will constitute your acceptance of any new, amended or modified terms and conditions. In the event of a conflict between the terms of an Order Form and this Agreement, the terms of the Order

form shall prevail. If any provision of this Agreement is held by a court of competent jurisdiction to be invalid or unenforceable, then such provision shall be construed, as nearly as possible, to reflect the intentions of the invalid or unenforceable provision, with all other provisions remaining in full force and effect. No joint venture, partnership, employment, or agency relationship exists between the parties as a result of this Agreement or use of the Services. The failure of Idomoo to enforce any right or provision in this Agreement shall not constitute a waiver of such right or provision unless acknowledged and agreed to by Idomoo in writing. The section headings in the Agreement are included for convenience only and shall take no part in the interpretation, or construing of the Agreement. This Agreement may not be assigned by you, whether by operation of law or otherwise, without the prior written approval of Idomoo and any assignment without such prior written consent shall be void. We may freely assign this Agreement and our rights and obligations hereunder and any related Order Form by providing you a notice thereof. The Services, other technology we make available, and derivatives thereof may be subject to export laws and regulations of the United States, Israel and other jurisdictions. You represent that you are not named on any U.S. or Israeli government denied-party list. You shall not permit anyone to access or use Services in a U.S. or Israeli embargoed country or in violation of any U.S. or Israeli export law or regulation.

Last Updated: December 26, 2018