

GDPR PRIVACY NOTICE (March 31st, 2025)
Special provisions for users covered by the General Data Protection Regulation
EU Residents

CONTACT

If you have any questions or concerns regarding this Privacy Notice or our practices, please contact us by sending an e-mail to dpo@mediamars.net.

GENERAL - WHO WE ARE AND WHAT WE DO

The purpose of this Privacy Notice is to explain how our website nataliedate.com (the **Website**) and our company, Mediamars LP, a limited partnership incorporated in Israel and having its registered address at 4 Ariel Sharon St. Givatayim, Israel and registered in the local trade register under company number 558163671 ("**Mediamars**" or "**we**" or "**us**") secures, shares and uses personal data that it collects and receives from you through its Website or otherwise. We use the terms "personal data"; "processing"; "controller" and "processor" as they are defined in the General Data Protection Regulation ("**GDPR**").

Mediamars is an online B2C chat engagement company. It provides its online consumers with an entertainment-based online chatting experience through its Website (the **Services**). All chatting with our consumers is performed by professional third parties (the **Chatters**) who have entered into a services agreement with Mediamars.

It is important to note that Mediamars itself does not, in principle, view the content of the chats (i.e. messages, audio, images and video) which the consumers engage with our Chatters. Though Mediamars does have the capability to access the chats, it only makes use of this access if there is a necessary and compelling reason to do so. For instance, for technical troubleshooting or to investigate notifications it has received regarding online chatting behavior which might conflict with the terms of the Website. Outside of such circumstances, Mediamars does not view the content of the chats in its ordinary course of business.

WHOSE DATA WE PROCESS

We process personal data about different categories of people, such as, in relation to our Services, the personal data of our consumers and, in relation to our general business purposes, the personal data of people who are connected to our suppliers, people who are applying for a job with us and people connected to partners we may enter into business ventures with.

WE ARE YOUR CONTROLLER UNDER GDPR

With respect to the processing of personal data as part of our Services, Mediamars shall be the Controller under GDPR and the point of contact for all questions and requests regarding the use of personal data. With respect to specifically the processing of any personal data shared by the consumers in the chat exchanges with our Chatters, Mediamars and the Chatter will together be joint-controllers. However, regardless of this joint-controllership, Mediamars shall remain the contact for consumers (or other data subjects) for all questions and requests regarding the processing of all their personal data, including any personal data shared in the exchanges with the Chatters.

WHICH DATA WE PROCESS AND WHY

Which data we process and why will depend on the nature of your relationship with us. If you are a consumer, we process your personal data for the purposes of providing our Services and (insofar permissible under law) for sending your direct marketing messages in relation to our own products similar to ones you signed up for. The personal data we use consists of the information you share

with us by completing the forms on our Website, but also includes information collected from your device, e.g. IP address, type of device you use.

If you are not a consumer and the nature of your relationship with us falls under the category of general business relations, we will process your data for our general business purposes which may include disclosures to auditors and professional advisors, hiring staff, administering our supplier accounts including managing receivables and payables. The type of personal data processed (unrelated to the Services) will depend on the reason for your interaction with us but will usually include your name and contact details.

LAWFUL BASES FOR PROCESSING

We will only process your personal data if we have a lawful basis for doing so. Depending on the nature of your relationship with us, the lawful basis for the processing of your personal data can include consent, performance of contract, legitimate interests or fulfilment of legal obligations.

- We rely on 'performance of contract' for the use of personal data in order to initiate a contract with you or fulfil our obligations towards you pursuant to our online agreement (mainly the provision of our Services).
- We rely on consent for use of any special category data that you share with us for use of the Services. This could include sexual preferences which you directly share in the exchanges with the Chatters and which our Chatters use to construct their own reply in an effort to make the chatting experience more engaging for you. You explicitly consent to the use of such information and recognize that if you do not provide consent, then the Services may not be tailored appropriately to your interests.
- We rely on our 'legitimate interests' (i) for sending product information or direct marketing information to our consumers. We use the e-mail address provided to us by the consumer. All marketing information will relate solely to our own products which are similar to the product a consumer signed up for; (ii) and for collecting information on the type of device used (iphone/android/desktop/mobile etc.). We collect this information to get a better understanding on how our consumers are accessing our offers so we can keep that in consideration when optimizing the reach of our offers.
- We rely on 'fulfilment of legal obligations' as the legal basis for collecting personal data in the form of a consumer's IP address or country (city) of residence. We must collect this information to comply with our legal obligations regarding the proper filing and payment of VAT.

PERSONAL DATA OF CHILDREN

We do not knowingly collect or solicit personal data from anyone under the age of 18. If you are under 18, please do not visit our website, do not sign up for our Services and please do not send us any of your Personal Data.

RIGHTS YOU HAVE REGARDING YOUR PERSONAL DATA

Since we process your personal data as a Controller, you have certain rights with respect to your personal data vis a vis us, including those set forth below.

For more information about the rights below, or to submit a request, please email dpo@mediamars.net. Please note that in some circumstances, we may not be able to fully comply with your request, but in those circumstances, we will still respond to notify you of such a decision.

In some cases, we may also need you to provide us with additional information, which may include personal data, if necessary to verify your identity and the nature of your request.

- **Access:** you can request more information about the personal data we hold about you and request a copy of such personal data.
- **Rectification:** if you believe that any personal data we are holding about you is incorrect or incomplete, you can request that we correct or supplement such data.
- **Erasure:** you can request that we erase some or all of your personal data from our systems.
- **Portability:** you can ask for a copy of your personal data in a machine-readable format. You can also request that we transmit the data to another controller where technically feasible.
- **Objection:** you can contact us, as the Controller under GDPR, to let us know that you object to the further use or disclosure of your personal data.
- **Restriction of Processing:** you can ask us to restrict further processing of your personal data.
- **Right to File Complaint:** you have the right to lodge a complaint about our practices with respect to your personal data with the supervisory authority.

TRANSFERS OF PERSONAL DATA

If you provide your personal data (or your personal data is collected in line with this Privacy Notice) you acknowledge that any personal data about you may be hosted on worldwide servers, and you authorize us to transfer, store and process your information on servers worldwide. We will ensure that steps are taken to ensure such transfers are done in a secure manner with our service providers, such as our data centers.

SERVICE PROVIDERS AND THE SHARING OF INFORMATION

As stated earlier, we engage Chatters to chat with our consumers as part of our Services. We share with the Chatters the information and profile image you have used to build your profile. We may also employ third party companies and individuals to facilitate services for our general business purposes ("**Service Providers**"). Should we do so, such Service Providers may have access to your personal data only to perform tasks on our behalf. We may also need to share your information in the case of: (i) a corporate transaction (such as a merger or sale); and (ii) for the purposes of legal risk mitigation, legal compliance, and other disclosures required by law.

SECURITY OF DATA

The security of your data is important to us. While no method of transmission over the internet, or method of electronic storage is 100% secure we strive to use commercially acceptable means to protect your personal data, however we cannot guarantee its absolute security.

RETENTION AND DELETION OF YOUR PERSONAL DATA

We delete your personal data as soon as the purpose for which we have collected and processed the data ceases to apply. Beyond this point in time, data is only stored if this is required by the laws, regulations or other legal requirements.

CHANGES TO THIS PRIVACY NOTICE

We reserve the right to revise, modify, or update this Privacy Notice at any time. We will notify you about material changes in the way we treat personal information by sending a notice to you or by placing a prominent notice on our site.