



**MITRAM INC.
PRIVACY POLICY**

By accessing and using the Mitram Inc. (“Mitram”) website www.bleezur.com (the “site”), our mobile applications, and the services available through them (the “Services”), you are giving us your consent for the collection, use, processing and disclosure of any of our information by us within the framework of the site, applications and the Services and in accordance with this Mitram Inc. Privacy Policy (this “Policy”). “You” and “Your” mean the “Customer” entities or individuals who access the site, the applications and the Services, whether as a visitor or as a registered user under an agreement with Mitram, and any users granted such access and use rights by Customer entities or individuals. Please carefully read this Policy to learn about our privacy practices.

While we take reasonable steps to protect information about you in our possession and control, and to protect such information from loss, misuse, and unauthorized access, disclosure, alteration, or destruction, we do not have control over the security of information that you may send to us over the internet.

- 1. What information we collect from you:** We generally receive and store any information you give us while using the Services. This includes information that can identify you (“personal information”), such as your first and last name, telephone number, postal and email addresses as password. We also collect information about our online visitors indirectly from other companies that provide data to us that you have either publicly shared with them or have given them your consent to share.

When you visit our site or use the application, we also automatically collect non-personal information about you, such as your website usage patterns and coupons used, seen and collected by you, using “cookies”, pixels, web beacons, and other technologies that operate automatically when you visit our website.

- 2. How we use your information:**

- a.** We mainly use your information to deliver the Services to you or to enhance your customer experience with us. We also use your information to provide you with information or updates about the Services. You will have the opportunity to opt out of such alerts at any time.
- b.** We may also use geolocation data to provide you with offers/opportunities based upon your location and travel plans, or with news about our Services or those of our partners

and affiliates that we think may be of interest to you. For example, anonymized statistics on the daily number of visitors to the site, the daily requests for specific usage of the site and the countries from which the site is accessed can be generated using evaluation tools. We use these statistics exclusively for purposes of measuring activities of the site, as well as for improvement or adaptation of the Services and the information contained therein to the requirements of our users. These statistics do not contain any personal data and cannot be used in the compilation of personal data. Instead, only data related to the date and time of access to the site, the files retrieved and the contents visited as well as the name of the Internet Service Provider are stored by us.

- c. What data we store, we'll protect within commercially acceptable means to prevent loss and theft, as well as unauthorized access, disclosure, copying, use or modification.
- d. We use the information collected by cookies to deliver personalized content, to save you having to re-enter your password repeatedly, to keep track of your shopping cart, and to tailor our information offerings to how you and others use the site. Cookies are identifiers that can be sent from a site via your browser to be placed on your computer's hard drive, so that the site will "recognize" you on subsequent visits. Your browser may allow you to set a "do not track" preference, which tells sites you visit that you do not want these messages to be submitted. While our site does not honor "do not track" requests, you may elect not to accept cookies by changing the designed settings on your web browser. Not utilizing cookies may prevent you from using certain functions and features of our sites.

3. With whom we share your information: We may share your information with the following entities:

- a. Third-party vendors who provide services or functions on our behalf, including operation of any website, business analytics, customer service, marketing, and distribution of surveys. We may also authorize third-party vendors to collect information on our behalf, including as necessary to operate features of our website. Third-party vendors have access to and may collect information only as needed to perform their functions and are not permitted to share or use the information for any other purpose.
- b. To the extent that our corporate affiliates have access to your information, they will follow practices that are at least as restrictive as the practices described in this Policy.

4. We also may share your information:

- a. In response to subpoenas, court orders, or other legal process; to establish or exercise our legal rights; to defend against legal claims; or as otherwise required by law. In such cases we reserve the right to raise or waive any legal objection or right available to us.
- b. When we believe it is appropriate to investigate, prevent, or take action regarding illegal or suspected illegal activities; or to protect and defend the rights, property, or safety of our company, our customers, or others.
- c. In connection with a corporate transaction, such as a divestiture, merger, consolidation, or asset sale, or in the unlikely event of bankruptcy.

- d. We also may share aggregate or anonymous information with third parties, including advertisers and investors. This information does not contain any personal information and is used to develop content and services we hope you will find of interest.

Other than as set out above, you will be notified when personal information about you will be shared with third parties, and you will have an opportunity to choose not to have us share such information.

5. **External links:** If any part of the site or application links you to other websites or applications, such websites or applications do not operate under this Policy. We recommend you examine the privacy statements posted on those other websites or applications to understand their procedures for collecting, using, and disclosing personal information.
6. **Using our App from outside the United States:** If you are using the site from outside the United States, please be aware that your information may be transferred to, stored, and processed in the United States where our servers are located and our central database is operated. The data protection and other laws of the United States and other countries might not be as comprehensive as those in your country, but please be assured that we take steps to ensure that your privacy is protected. By using our services, you understand that your information may be transferred to our facilities and those third parties with whom we share it as described in this Policy.
7. **Changes to this Policy.** From time to time we may make changes to this Policy to comply with laws, rules and regulations, to adapt to changing business conditions, and for other reasons. In the event that changes are made to the Policy, the modified Policy will be posted on the site, along with a notice indicating that it has been changed.
8. **US children's Privacy.** We do not intend for our website or online services to be used by anyone under age of 13. If you are a parent or guardian and believe we may have collected information about a child, please contact us as described in this Privacy statement
9. **How you can contact us:** If you have questions about this Policy, please contact us at contact @bleezur.com

This Mitram Inc. Privacy Policy is effective as of May 18, 2019.