

Appendix A

Part II: Purposes of Database

Background on Company Services:

The Company will provide, via its website, a digital commemoration platform through which Users may, *inter alia*, establish a commemorative site for their loved ones, create and share an online obituary, design and purchase a tombstone online, and receive information about mourning customs.

Commemorative site: each User may upload content to their commemorative site as they deem fit, including photos and information about the User and their loved ones (particularly about the deceased, in whose memory the commemorative site was established) and may also share the website with third parties (via QR code that can be added to the online obituary and/or implemented on the tombstone ordered online via the digital platform by the User). Moreover, each User may grant appropriate access permissions to other Users for the purpose of uploading content to the commemorative site established by the User and for providing content to the Company, to be uploaded to the commemorative site by the latter. In such form, content will be uploaded to the commemorative site by or for the various Users (by the User who established the commemorative site and by Users who received access permissions from such User).

Online obituary: the platform will enable the creation and sharing of an online obituary, including the option of adding links to third party sites and services, e.g., link to a navigation app, and the option of adding the comments of the obituary recipients, to be displayed on the commemorative site to be established.

Tombstone purchase: the platform will allow Users to purchase a tombstone from a selection of available tombstones on the Company's website or, alternatively, tombstones featuring a custom design made via the platform or by using the design services offered by Company as part of its services.

Users of the Company's digital platform are:

- (i) Whomever establishes the commemorative site, including the visitors and Users of the commemorative site;
- (ii) Buyers of tombstones and/or online obituaries;
- (iii) Other visitors and Users of the Company's digital platform;

(Herein, collectively: **Users**)

In the course of registering to the Company's various services, the User will be requested to provide certain information about themselves and about the deceased:

- (i) For the purpose of receiving certain services, the User will provide the following information: full name, address, telephone number and email address;
- (ii) Moreover, in certain cases, the User will be requested to provide additional information about the deceased, in whose memory the digital platform is used: name of the deceased, date of death and family relation.

Furthermore, the Company may collect the IP address (or Mac address, as applicable), advertising identifier and geo-location of the end user to improve the provision of services.

The Company collects (anonymous) technical and behavioral data about the use of the service (e.g., User's operating system, end user's duration of using the site, viewed content, etc.).

Purposes of Database:

- (a) Providing the Company's services to the users as specified hereinabove;
- (b) Collecting data for administrative and statistical purposes to improve the quality of service and customize it to Users;
- (c) For the purposes of verifying the identity of users upon registering and logging in to the Company's services, and for the purpose of executing various payments for the services through clearing service providers to prevent fraud or illegal uses;
- (d) For the purpose of contacting the users if necessary;
- (e) For the purpose of sending ad material, newsletters and updates on various Company developments, new offers, news about services, etc., by mail, telephone, email, SMS or online;
- (f) For information security purposes;

Appendix B

Part II: Collected Data Types

1. IP address (or Mac address, as applicable), advertising identifier, and geo-location may be collected automatically from the website users for the purpose of providing and improving the service.
2. During use of the website, the Company utilizes various identifiers and cookies to identify the user and their use of the website to improve the browsing experience.
3. The Company collects any personal data provided to the Company knowingly and voluntarily by the User:
 - a. A user who is interested in opening an account to use the Company's services is required to deliver, in the course of the registration process, the details specified in Appendix A.
 - b. Personal data can be collected from the User in an application to the Company (i.e., as part of the engagements between the User and the Company in the course of providing the services and as part of the correspondences with the Company by email, telephone, Zoom, WhatsApp or any other means of communication).
 - c. Any data uploaded by the User to the commemorative site. As specified in Appendix A, the Company's services allow the User to commemorate their loved ones by establishing a commemorative site; thus, the Company may collect personal data concerning the commemorative site's visitors and users and also personal data about third parties who no longer use the Company's services directly (e.g., personal data about the deceased and their family). According to the provisions of the website's terms of use and privacy policy, users who establish and operate commemorative sites are responsible to comply with all laws and regulations that may be applicable to the collection and processing of such data by the Company. Furthermore, users who establish and operate commemorative sites must ensure that the commemorative site includes a link to the Company's privacy policy.
4. The Company collects (anonymous) technical and behavioral data about the use of the service (e.g., operating system of the device through which the Company's services are used by the User, user's duration of using the Company's services, viewed content, etc.).

Appendix C

Part IV: Data Sources of Database

Data Collected from Data Subjects:

1. Means of collection – the Company collects the data aforementioned in Appendix B hereinabove from Users on the website and on the commemorative site.
2. Frequency of collection – data is collected during registration to the service, when changing user details, and when using the service (including using the commemorative site).
3. Type of data collected - see Appendix B hereinabove.
4. Source of legal power to collect data – the Company’s terms of use and privacy policy.
5. Reason for data collection – as specified in Appendix A.

Data Received from Another Data Source:

1. The Company collects the data aforementioned in Appendix B from both data subjects and users of the website and commemorative site in reference to others.
2. Frequency of data receipt: per user selection.
3. Source of legal power to collect data – the Company’s terms of use and privacy policy.
4. Reason for data reception – nature of service.

Moreover, third parties may provide the Company with data about potential users (i.e., name and telephone number) for the purpose of contacting them to offer the Company’s services, pursuant to the consent given by such users to such third parties.

Appendix D

Part V: Transfers of Data from Database

As part of the Company's understandings with third parties, insofar as users are interested in a product or service that the Company is unable to offer, the Company will provide the contact details of such Users to a third party that offers such product or service.

Data	recipients:	Sofia
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Source of legal power to transfer data – the Company's privacy policy.

Appendix E

Part VI: Database Holders

The Company uses the services of external service providers. It is possible that personal data collected in this database will be transferred to the external service providers for the purpose of providing the services to the Company only. For instance, the database is held by the following service providers:

1. The cloud service provider Amazon Web Services (AWS), for storage purposes only (servers are located in Ireland):

<https://aws.amazon.com/privacy>
https://aws.amazon.com/contact-us/?nc1=f_m

2. Google Analytics. Its privacy policy can be seen here:

<https://policies.google.com/privacy?hl=en&gl=ZZ>

3. GoDaddy. Its privacy policy can be seen here:

<https://in.godaddy.com/agreements/privacy>

The customer service and management services of Zendesk. Its privacy policy can be seen here:

<https://www.zendesk.com/company/customers-partners/privacy-policy>