

GOOD COMPANY PRIVACY POLICY AND DISCLAIMER

Last Updated: September 1, 2023

In order to ensure transparency and give you more control over your personal information, this privacy policy (“**Privacy Policy**”) governs how we, Good Company VP Ltd. (“**Good Company**”, “**we**”, “**our**” or “**us**”) use, collect and store personal information that we collect or receive from or about you (“**you**”) such as in the use cases mentioned in Section 1.

We greatly respect your privacy, which is why we make every effort to provide a platform that would live up to the highest user privacy standards. Please read this Privacy Policy carefully, so you can fully understand our practices in relation to personal data. “**Important note**”: Nothing in this Privacy Policy is intended to limit in any way your statutory rights, including your rights to a remedy or other means of enforcement.

Table of contents:

1. [What information we collect, why we collect it, and how it is used](#)
2. [How we protect and retain your Personal Information](#)
3. [How we share your Personal Information](#)
4. [Your privacy rights](#)
5. [Use by children](#)
6. [Interaction with third party products](#)
7. [Analytic Tools/Cookies](#)
8. [Contact Us](#)

This Privacy Policy can be updated from time to time and, therefore, we ask you to check back periodically for the latest version of this Privacy Policy. If we implement material changes in the way we use your information, in a manner that is different from that stated at the time of collection, we will notify you by posting a notice on our website at <https://goodcompanyhq.com/> (“**Website**”) or by other means and take any additional steps as required by applicable law.

1. WHAT INFORMATION WE COLLECT, WHY WE COLLECT IT, AND HOW IT IS USE

(i) We Process the Following Personal Information:

- a. **Information You Provide Directly to Us.** We collect the following information you provide directly to us, including, without limitation, information when you (i) browse and visit our Website, including, full name, business name and address, business Tax ID, email address, phone number, employees information (including, without limitation, names, among other types of personal data as well as any other personal information that you decide to provide us with. When you communicate with Good Company (via email, website or telephone), we collect the contents of those communications; (ii) subscribe to receive notifications about job opportunities in our network and different mission-driven startups; (iii) provide us with your details in order to download our industry reports; (iv) contact us through the Website or social media profiles; (v) submit your application vis our Website or social media profiles (e.g., LinkedIn) in order to participate in our programs and events; and/or (vi) sign up to our newsletter.
- b. **Information from Other Sources.** Good Company may also obtain information about you from other sources, including publicly - or commercially- available information, and through third-party data platforms, partners and service providers.

- c. **Automatic Data Collection.** We may automatically collect certain information through your use of the Website, such as your Internet protocol (IP) address, cookie identifiers and other device identifiers that are automatically assigned to your device, browser type and language, geo-location information, hardware type, operating system, internet service provider and other information about actions taken through the use of the Website.

(ii) We process information for the following purposes:

- a. **To provide you with Good Company services.** Good Company will use your information to provide the Good Company services. For example, if you request information about employment opportunities, we will use the personal information to: (i) process your request; (ii) share your personal information with our partners and other relevant third parties (for example, different mission-driven startups); (iii) communicate with you about your query; (iv) send you more information about Good Company and its offerings; and (v) to personalize your experience with Good Company.
- b. **For Administrative Purposes.** Good Company may use your information (i) to respond to your questions, comments, and other requests for customer support, or information, including information about potential or future services; (ii) to provide you with the Good Company services; (iii) for internal quality control purposes; (iv) to establish a business relationship; and (v) to generally administer the Good Company services.
- c. **To Market Good Company services.** Good Company may use information to market the Good Company services. Such use includes (i) notifying you about offers and services that may be of interest to you; (ii) tailoring content, advertisements, and offers for you, including, targeting and re-targeting practices; (iii) conducting market research; (iv) developing and marketing new products and services, and to measure interest in Good Company's services; (v) other purposes disclosed at the time you provide information; and (vi) as you otherwise consent.
- d. **Security purposes.** Some of the above mentioned information will be used for detecting, taking steps to prevent and prosecuting fraud or other illegal activity; to identify and repair errors; to conduct audits; and for security purposes. Information may also be used to comply with applicable laws, with investigations performed by the relevant authorities, law enforcement purposes, and/or to exercise or defend legal claims.
- e. **De-identified and Aggregated Information Use.** In certain cases, we may or will anonymize or de-identify your Information and further use it for internal and external purposes, including, without limitation, to analyze and improve Good Company services (including through the use of artificial intelligence) and for research purposes. We may use this anonymous or de-identified information and/or disclose it to third parties without restrictions (for example, in order to improve our services and enhance your experience with them and/or to develop new product features and improve existing offerings).
- f. **Cookies and Similar Technologies.** We, as well as third parties that provide content, advertising, or other functionality on the Good Company services, may use cookies, pixel tags, local storage, and other technologies ("**Technologies**") to automatically collect information through the Good Company services. We use Technologies that are essentially small data files placed on your device that allow us to record certain pieces of information whenever you visit or interact with the Good Company services. If you would like to opt out of the Technologies we employ on the Good Company services, you may do so by blocking, deleting, or disabling them as your browser or device permits.

2. **HOW WE PROTECT AND RETAIN YOUR PERSONAL INFORMATION**

- 2.1. **Security.** We have implemented and maintained reasonable technical, organizational and security measures designed to protect your information. However, please note that we cannot guarantee that the information will not be compromised as a result of unauthorized penetration to our servers. As the security of information depends in part on the security of the computer, device or network you use to communicate with us and the security you use to protect your user IDs and passwords, please make sure to take appropriate measures to protect this information.

- 2.2. Retention of your information. Your information will be stored until we delete our records, and we proactively delete it, or if you send a valid deletion request. Please note that in some circumstances we may store your information for longer periods of time, for example (i) where we are required to do so in accordance with legal, regulatory, tax or accounting requirements, or (ii) for us to have an accurate record of your dealings with us in the event of any complaints or challenges, and/or (iii) if we reasonably believe there is a prospect of litigation relating to your information or dealings.

3. HOW WE SHARE YOUR PERSONAL INFORMATION

In addition to the recipients described above, we may share your information as follows:

- 3.1. The information Good Company gathers is shared with our partners and other third parties.
- 3.2. We may also share information with our affiliated companies about you.
- 3.3. We may use third party service providers to process your information for the purposes outlined above, including, without limitation:
 - 3.3.1. With cloud service providers for hosting purposes;
 - 3.3.2. With websites and web content creation platforms in order to help us manage our Website;
 - 3.3.3. With email providers, marketing, CRM, other similar tool providers;
 - 3.3.4. With analytic companies, in order to help us understand and analyze information we collect in accordance with this Privacy Policy; and
 - 3.3.5. With other corporations and VCs that partner with us on different events and services, for example, our partners of our activities named 'Missions' and/or 'Movement'.
- 3.4. To the extent necessary, with regulators, courts, banks or competent authorities, to comply with applicable laws, regulations and rules (including, without limitation, federal, state or local laws), and requests of law enforcement, regulatory and other governmental agencies or if required to do so by court order, as well as for internal compliance procedures and to protect the safety, security, and integrity of Good Company, our services, customers, employees, property, and the public.
- 3.5. If, in the future, we sell or transfer, or we consider selling or transferring, some or all of our business, shares or assets to a third party, we will disclose your information to such third party (whether actual or potential) in connection with the foregoing events (including, without limitation, our current or potential investors). In the event that we are acquired by, or merged with, a third party entity, or in the event of bankruptcy or a comparable event, we reserve the right to transfer, disclose or assign your information in connection with the foregoing events.
- 3.6. Where you have otherwise provided your consent to us for sharing or transferring your information.
- 3.7. Information that is shared with Good Company through its different platforms (such as above), are shared at your sole discretion and is deemed as non-confidential. By providing the information, you acknowledge and accept that you have read the entirety of this privacy policy and agree to the terms and conditions. Good Company may share the information with 3rd parties on a need-to-know basis and for marketing purposes. In no event will Good Company be held responsible for unauthorized uses or disclosures of the information, and Good Company does not guarantee funding, support, or implementation of any idea included in this form. As part of Good Company's platform, the above information will be stored in the company's systems until otherwise requested.

4. YOUR PRIVACY RIGHTS

- 4.1. **Rights:** You can exercise your rights by contacting us at contact@goodcompanyhq.com. Subject to legal and other permissible considerations, we will make every reasonable effort to honor your request promptly in accordance with applicable law or inform you if we need further information in order to fulfil your request. When processing your request, we may ask you for additional information to confirm or verify your identity and for security purposes, before processing and/or honoring your request. We reserve the right to charge a fee where permitted by law, for instance if your request is manifestly unfounded or excessive. In the event that your request would adversely affect the rights and freedoms of others (for example, would impact the duty of confidentiality we owe to others) or if we are legally entitled to deal with your request in a different way than requested, we will address your request to the maximum extent possible, all in accordance with applicable law.

- 4.2. **Marketing emails – opt-out:** You may choose not to receive marketing email of this type by sending a single email with the subject “BLOCK” to contact@goodcompanyhq.com. Please note that the email must come from the email account you wish to block OR if you receive an unwanted email from us, you can use the unsubscribe link found at the bottom of the email to opt out of receiving future emails, and we will process your request within a reasonable time after receipt.
5. **USE BY CHILDREN.** We do not offer our products or services for use by children and, therefore, we do not knowingly collect information from, and/or about children under the age of 18. If you are under the age of 18, do not provide any information to us without the involvement of a parent or a guardian. In the event that we become aware that you provide information in violation of applicable privacy laws, we reserve the right to delete it. If you believe that we might have any such information, please contact us at contact@goodcompanyhq.com.
6. **INTERACTION WITH THIRD PARTY PRODUCTS.** We enable you to interact with third party websites, mobile software applications and products or services that are not owned, or controlled, by us (each, a “**Third Party Service**”). We are not responsible for the privacy practices or the content of such Third Party Services. Please be aware that Third Party Services can collect information from you. Accordingly, we encourage you to read the terms and conditions and privacy policies of each Third Party Service.
7. **ANALYTIC TOOLS/COOKIES**
- **Google Analytics.** The Website uses a tool called “**Google Analytics**” to collect information about use of the Website. Google Analytics collects information such as how often users visit this Website, what pages they visit when they do so, and what other websites they used prior to coming to this Website. We use the information we get from Google Analytics to maintain and improve the Website and our products. We do not combine the information collected through the use of Google Analytics with information we collect. Google’s ability to use and share information collected by Google Analytics about your visits to this Website is restricted by the Google Analytics Terms of Service, available at <https://marketingplatform.google.com/about/analytics/terms/us/>, and the Google Privacy Policy, available at <http://www.google.com/policies/privacy/>. You may learn more about how Google collects and processes data specifically in connection with Google Analytics at <http://www.google.com/policies/privacy/partners/>. You may prevent your data from being used by Google Analytics by downloading and installing the Google Analytics Opt-out Browser Add-on, available at <https://tools.google.com/dlpage/gaoptout/>.
 - **Squarespace Analytics.** The Website uses a tool called “**Squarespace Analytics**” to collect information about use of the Website. Squarespace Analytics collects information such as how often users visit this Website, what pages they visit when they do so, and what other websites they used prior to coming to this Website. We use the information we get from Squarespace Analytics to maintain and improve the Website and our products. We do not combine the information collected through the use of Squarespace Analytics with information we collect. Squarespace Analytics’ ability to use and share information collected by Squarespace Analytics about your visits to this Website is restricted by the Squarespace Analytics Terms of Service, available at <https://www.squarespace.com/terms-of-service> and the Squarespace Privacy Policy, available at <https://www.squarespace.com/privacy>.
 - We reserve the right to remove or add new analytic tools, cookies, pixels and other tracking technologies.
8. **CONTACT US.** If you have any questions, concerns or complaints regarding our compliance with this notice and the data protection laws, or if you wish to exercise your rights, we encourage you to first contact us at contact@goodcompanyhq.com.
