

Magenta's Privacy Policy

Last Revised: November 28, 2019

Magenta Fund, L.P (“**Magenta**” or “**we**”) respects the privacy of its website users (“**User(s)**” or “**you**”) and is committed to protect its Users’ personal information. We believe that you have a right to know our practices regarding the information we may collect and use about you when you use our primary website at <https://magenta.vc/> (and its subdomains) (the “**Site**”). Please read the following carefully to understand Magenta’s views and practices regarding your personal information and how Magenta will treat it.

Table of Content

1	About this Privacy Policy
2	Who we are
3	Your acknowledgment of this policy
4	Which information may we collect about Users?
5	How do we collect information about our Users?
6	What are the purposes of the collection and processing of information?
7	Sharing Personal Information with Third Parties
8	Your Rights
9	Location of Your Data
10	Minors
11	Third Party Service Providers and Third Party Software
12	Links to Third Party Websites
13	Security
14	Data Retention
15	Changes to the Privacy Policy
16	Have any Questions?

1. About this Privacy Policy

This Privacy Policy (“**Privacy Policy**”) applies when you visit our Site. It also applies where we are in contact with you in other ways whether in your capacity as an individual or as director, shareholder, partner, employee or other representative of a company or other organization.

2. Who we are

In this policy, references to Magenta, or to "we" or "us" are to Magenta Fund, L.P, and its general partner, management company and any affiliate thereof.

3. Your acknowledgment of this policy

This Privacy Policy details how your Personal Information collected via the Site is used and processed by Magenta.

BY ENTERING, CONNECTING TO, ACCESSING OR USING THE SITE, YOU ACKNOWLEDGE THAT YOU ARE OR HAVE HAD THE OPPORTUNITY TO BECOME AWARE OF AND AGREE (IN JURISDICTION WHERE SUCH CONSENT IS REQUIRED) TO THIS PRIVACY POLICY AND MAGENTA’S PRACTICES DESCRIBED THEREIN, INCLUDING THE PROCESSING (INCLUDING COLLECTING, USING, DISCLOSING, RETAINING OR DISPOSING) OF YOUR INFORMATION UNDER THE TERMS OF THIS POLICY.

4. Which information may we collect about Users?

We collect from Users of our Site, two types of data and information:

- 4.1. **Non-personal Information.** The first type is non-identifiable and anonymous information. Non-personal Information, which is being gathered, consists of technical information and behavioral information that does not pertain to a specific individual (“**Non-Personal Information**”).

You may access and browse the Site without disclosing personal information, although, like most websites, we passively collect certain Non-Personal Information from your devices, including: (i)

technical information such as the type and version of your device and its operating system, the type of browser, screen resolution, device browser and keyboard language, Wi-Fi connectivity and the type and name of your device and/or browser, etc.; and (ii) behavioral information which may include the User's click-stream on the Site, the activities of the User on the Site and additional information of a similar nature (collectively, "**Technical and Behavioral Information**"). We may also use third-party service providers such as Google Analytics to obtain detailed analytics on the device and the User's behavior on the Site.

Please note that we or our third-party service providers will collect such Technical and Behavioral Information by using certain technologies such as cookies.

4.2. **Personal Information.** The other type of information we collect is individually identifiable information. To put it simply, this information identifies an individual or is of a private and/or sensitive nature, such as your contact information ("**Personal Information**"), including:

4.2.1. **Personal Information which is provided voluntarily:**

- **Communications with Magenta:** Personal Information you provide us as part of any communications with Magenta, by any means, including by clicking the "Contact" button from the Site (while clicking the "Contact" button, a window of a new e-mail message, addressing Magenta's e-mail address, will be opened and as such, you will actually provide us, *inter alia*, some or all of the following details: e-mail address, full name and the name of your company).
- **Mailing list:** you may voluntarily join our mailing list by providing us with your email address.

4.2.2. **Personal Information collected via technology:**

- **Geolocation data:** while using the Site we will access, collect, process, monitor and/or remotely store "geolocation data", including through the collection of IP addresses and other similar information to determine your location for analytics and security purposes. Please note that we may also analyze your IP address and other similar data, using our third party service providers, in order to determine the name of the company whose IP address you have used to browse our Site, for the purpose of locating prospects and in order to analyze our Site's traffic.
- **Technical and Behavioral Information:** to the extent that the Technical and Behavioral Information detailed above under Section 4.1 will be linked to or associated with a specific individual then such information will be considered as Personal Information.
- **Identifiers:** such as Internet Protocol (IP) address, your Unique Device Identifier (UDID), or another unique identifier for security purposes and analytics.

4.3. **Please note:**

- We may cross-reference Personal Information with other Personal Information we have about you and any Non-personal Information connected or linked to or associated with any Personal Information shall be deemed as Personal Information as long as such connection, linkage or association exists.
- We use third-party tracking services and usage logs, to track and analyze data from Users of the Site and for purposes of security and fraud prevention. We may also use cookies to gather information regarding your use of the Site and the information for which you searched and accessed (for more information please refer to our Cookie Policy).

5. **How do we collect information about our Users?**

There are two main methods we use to collect information:

5.1. **We collect information through your entry, access and/or use of the Site.** In other words, when you access or use the Site we are aware of your usage of the Site, and may gather, collect and

record the information relating to such usage. For example, when you use the Site, we gather your Technical and Behavioral Information.

- 5.2. **We collect information which you provide us voluntarily.** For example, we collect Personal Information that you provide via the "Contact" button on the Site. We will inform you prior to collecting your Personal Information if it is requested on a voluntary basis and the consequences of not providing voluntary Personal Information.

6. What are the purposes of the collection and processing of information?

6.1. Non-personal Information is processed in order to:

- Enhance the User's experience on the Site;
- Create statistical information and learn about the preferences of Users and general trends on the Site; and
- Keep the Site safe and secured and for prevention of fraud.

6.1.1. Personal Information is processed in order to:

- Enable the operation of the Site;
- Contact you by telephone and/or by email with further information relating to our services which you enquired about via the Site. To ensure we offer a good and responsive service, we consider this use to be proportionate and will not be prejudicial or detrimental to you;
- Add your contact details to our mailing list for the purposes of sending you information about our services by email, SMS, phone, through web-browser notification or through the post. You have the right to opt-out of marketing messages at any time by following the instructions in such message or by contacting us at info@magenta.vc. For email marketing to an individual subscriber (that is, a non-corporate email address) with whom we have not previously engaged as a client, we need your consent to send you unsolicited email marketing;
- Ensure that content on the Site is presented in an optimal way for you and for your device (e.g. tablet, mobile phone);
- Send you by email, SMS, phone, through web-browser notification or through the post updates, notices, announcements, and additional information related to Magenta including with respect to changes made to our Site's terms of use and privacy policy;
- Conduct internal operations, including troubleshooting, data analysis, testing, research and statistical purposes;
- Keep the Site safe and secured and for prevention of fraud and crime;
- Comply with our legal obligations and in order to be able to protect our rights and legitimate interests, including in order to improve the Site;
- Maintain our data processing records and general administrative purposes;
- Email tracking – we may use tracking technology within the email we may send you in order to improve interactions with you and to better understand whether our emails were opened and read, and such tracking may include capturing the time and date in which you opened our email messages and the type of device you use to open such emails.

BY ENTERING, CONNECTING TO, ACCESSING OR USING THE SITE, YOU CONSENT TO THE COLLECTION AND PROCESSING OF YOUR PERSONAL INFORMATION AS SPECIFIED HEREIN.

7. Sharing Personal Information with Third Parties

- 7.1. Magenta respects your privacy and will not disclose, share, rent, or sell your Personal Information to any third party, other than as permitted under this Privacy Policy.
- 7.2. In addition to using the information collected by us for the purposes described under Section 6 above, we may also share your information in the following cases:
- **Magenta Personnel**: Personal Information that we collect and process may be transferred to or accessed by personnel of Magenta for the sole purpose of enabling the operation of the Site and to contact you (as detailed in Section 6 above). Please note that all Magenta personnel that will have access to your Personal Information are under an obligation of strict confidentiality with respect to such Personal Information.
 - **Service Providers**: we share Personal Information with vendors, commercial software providers, consultants and data processors who perform services on our behalf, including without limitation, companies that provide analysis, messaging services and services which host the Site. Please note that we collect, hold and manage your Personal Information through a third party's cloud based services, as reasonable for business purposes, which may be located in countries outside of your jurisdiction. For more information regarding our Service Providers, please refer to Section 11 below.
 - **In addition, we may share Personal Information in the following cases**: (a) to satisfy any applicable law, regulation, legal process, subpoena or governmental request; (b) to enforce this Privacy Policy or any other agreement or terms of service between you and Magenta, and to defend against any claims or demands asserted against us by you or on your behalf; (c) to detect, prevent, or otherwise address fraud, security or technical issues; (d) to protect the rights, property, or personal safety of Magenta, its Users or the general public; and (e) when Magenta is undergoing any change in control, including by means of merger, acquisition or purchase of all or substantially all of the assets of Magenta (while such acquired company or investor may be located in countries outside of your jurisdiction).
- 7.3. For avoidance of doubt, Magenta may transfer and disclose **Non-personal Information** to third parties at its discretion including without limitation for statistical, analytical and research purposes and for customization, developing and improvement of our Site.

8. **Your Rights**

Magenta acknowledges you have the right to access and change the Personal Information we collect and process. **If you wish to access or to correct, amend, or delete Personal Information, please send us an email to: info@magenta.vc** and we will respond within a reasonable timeframe, but in any event no later than permitted by applicable law.

We hereby inform you of the following rights, in respect of your Personal Information:

- **Right to access**: you may have the right to request a review of your Personal Information held by Magenta. We may refuse to comply with your access request if the request is manifestly unfounded, excessive or repetitive in nature.
- **Right to rectification**: if the Personal Information processed by Magenta is incorrect, incomplete or not processed in compliance with applicable law or this Privacy Policy, you may have the right to have your Personal Information rectified.
- **Right to erasure**: under certain conditions, you may be entitled to require that Magenta will delete or "block" your Personal Information (e.g. if the continued processing of those data is not justified).
- **Right to Portability**: you may have the right to transfer your Personal Information between data controllers (i.e. to transfer your Personal Information to another entity). The right to data portability only applies where your Personal Information is processed by us with your consent or for the performance of a contract and when processing is carried out by automated means.

- **Right to object to or withdraw consent**: where that lawful basis for processing your Personal Information is either "public interest" or "legitimate interests", those lawful bases are not absolute, and you may have a right to object to such processing. Where you object on grounds of legitimate interest, we shall no longer process your personal data unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms or for the establishment, exercise or defense of legal claims. If the processing of your Personal Information is based on your consent, you have the right to withdraw your consent to such processing at any time.
- **The right to restrict processing** – under certain circumstances, you may have the right to object to the processing of your Personal Information due to your particular situation.
- **Right to lodge a complaint**: you have the right to lodge a complaint before the relevant data protection authority or supervisory authority of your jurisdiction.

To exercise these rights, where applicable, please contact us by sending an email to: info@magenta.vc

9. Location of Your Data

The information collected from you by Magenta, as detailed in this Privacy Policy, may be transferred to, and stored at, servers which may be located in countries outside of your jurisdiction and in a country that is not considered to offer an adequate level of protection under your local laws. It may also be processed by Magenta and its suppliers, service providers or partners' staff operating outside your country. Any transfer of data will be in accordance with the safeguards permitted under applicable privacy laws.

BY SUBMITTING YOUR PERSONAL INFORMATION THROUGH THE SITE, YOU ACKNOWLEDGE, AND AGREE, IN JURISDICTION WHERE SUCH CONSENT IS REQUIRED, TO SUCH TRANSFER, STORING AND/OR PROCESSING OF PERSONAL INFORMATION.

10. Minors

The Site is intended for Users over the age of eighteen (18). Therefore, Magenta does not intend and does not knowingly collect directly Personal Information from children under the age of eighteen (18) and does not wish to do so. We reserve the right to request proof of age at any stage so that we can verify that minors under the age of eighteen (18) are not using the Site.

11. Third Party Service Providers and Third Party Software

- 11.1. While using the Site we may be using third party service providers, who may collect, store and/or process your information, as detailed in this Privacy Policy.
- 11.2. Note, that we collect, hold and/or manage your Personal Information through Magenta's authorized third parties vendors of certain products or services (such as hosting cloud services) (including, as applicable, their affiliates) solely and limited to providing us with such requested services, and not for any other purposes.
- 11.3. Such vendors may be located in a country that does not have the same data protection laws as your jurisdiction.
- 11.4. Such third parties service providers include without limitation, Google Analytics.

Please read such third party service providers' terms of use and privacy policies to understand their privacy practices.

12. Links to Third Party Websites

Certain links provided in the Site permit Users to leave our Site and enter non-Magenta sites or services. Most of such linked sites and services provide legal documents, including terms of use and Privacy Policy governing the use thereof. It is always advisable to read such documents carefully before using

those sites and services, *inter alia*, in order to know what kind of information about you is being collected.

13. **Security**

- 13.1. We take appropriate measures to maintain the security and integrity of our Site and prevent unauthorized access to it or use thereof through generally accepted industry standard technologies and internal procedures.
- 13.2. Your Personal Information is hosted on third parties' servers, which provide advanced strict security standards (both physical and logical).
- 13.3. Some of the security measures that we employ include, without limitation: highly secure services design and implementation using state of the art encryption and architectures mechanisms, restriction of access to your Personal Information to individuals who need access to it in order to process it on Magenta's behalf and implementation of a secured permission management and auditing system using specific and proprietary firewall and network access filtering as well as security group mechanisms.

Please note, however, that there are inherent risks in transmission of information over the Internet or other methods of electronic storage and we cannot guarantee that unauthorized access or use will never occur.

- 13.4. Magenta will comply with applicable law in the event of any breach of the security, confidentiality, or integrity of your Personal Information and will inform you of such breach if required by applicable law.
- 13.5. TO THE EXTENT THAT MAGENTA IMPLEMENTED THE REQUIRED SECURITY MEASURES UNDER APPLICABLE LAW, MAGENTA SHALL NOT BE RESPONSIBLE OR LIABLE FOR UNAUTHORIZED ACCESS, HACKING, OR OTHER SECURITY INTRUSIONS OR FAILURE TO STORE OR THE THEFT, DELETION, CORRUPTION, DESTRUCTION, DAMAGE, OR LOSS OF ANY DATA OR INFORMATION INCLUDED IN THE PERSONAL INFORMATION.

14. **Data Retention**

Magenta will retain the Personal Information for as long as we are comfortable that it is accurate and can be relied upon. Personal Information which is no longer required for the purpose for which it was initially collected will be deleted unless we have a valid justification to retain it which is permitted under applicable law, such as to resolve disputes or comply with our legal obligations.

15. **Changes to the Privacy Policy**

Magenta reserves the right to change this Privacy Policy at any time, so please re-visit this page frequently to check for any changes. In case of any material change, we will make reasonable efforts to post a clear notice on the Site or we will send you an e-mail regarding such changes to the e-mail address that you may have provided us with. Such material changes will take effect seven (7) days after such notice was provided on our Site or sent to you via e-mail, whichever is the earlier. Otherwise, all other changes to this Privacy Policy are effective as of the stated "Last Revised" and your continued use of the Site on or after the Last Revised date will constitute acceptance of, and agreement to be bound by, those changes. In the event that the Terms should be amended to comply with any legal requirements, the amendments may take effect immediately, or as required by the law and without any prior notice.

16. **Have any Questions?**

If you have any questions (or comments) concerning this Privacy Policy, please send us an email to the following address: info@magenta.vc and we will make an effort to reply within a reasonable timeframe.

* * * * *