

## **PRIVACY POLICY**

Ivo Technologies Company Limited ("IVO") knows that you care about how your personal information is used and shared, and we take your privacy seriously. Please read the following to learn more about our privacy policy. By using Moodbox, you are accepting the practices outlined in this Privacy Policy.

### **What Does This Privacy Policy Cover?**

This Privacy Policy covers IVO's treatment of personal information that IVO gathers when you use IVO's services (the "Services"). This policy also covers IVO's treatment of any personal information that IVO's business partners share with IVO.

This policy does not apply to the practices of third parties that IVO does not own or control, or to individuals that IVO does not employ or manage.

### **What Personal Information About Customers Does IVO Collect?**

Our primary goal in collecting personal information is to provide you with a friendly, customized, and efficient experience. We collect the following types of information from our users:

### **Information You Provide to Us**

We receive and store any information you enter on Moodbox or provide to us in any other way. You can choose not to provide us with certain information, but then you may not be able to take advantage of many of our features. The personal information you provide is used for such purposes as responding to your requests for certain services, customizing the content and advertising you see, and communicating with you about specials, surveys and new products and services. In order for you to use Moodbox, you are not required to register; however, you must register to take advantage of certain features of Moodbox, such as bookmarking favorites and other information to appear on your dashboard and receiving e-mail newsletters from us. To register, you must provide your e-mail address, a username and a password. We may also request demographic information and unique identifiers in order to provide you with a more personalized service, but this information is optional. You may also provide us with your e-mail address to be notified when new merchandise is available on Moodbox. If you wish to purchase merchandise from IVO, you must disclose certain billing and shipping information to our third-party service providers, including your name, address and information about your method of payment.

### **Automatic Information**

We receive and store certain types of information whenever you interact with us. IVO automatically receives and records certain "traffic data" on our server logs from your browser including your IP address, IVO cookie information, and the page you requested. IVO uses this traffic data to help diagnose problems with its server, analyze trends and administer Moodbox. Generally, our service automatically collects usage information, such as the numbers and frequency of visitors to our APP and its components, similar to TV ratings that indicate how many people watched a particular show. This data is only used in the aggregate. This type of collective data enables us to figure out how often customers use parts of Moodbox, so we can

make Moodbox appealing to as many users as possible. In addition, we may provide statistical information, not information about you personally, to our partners about how our users, collectively, use Moodbox. We share this type of statistical data so that our partners also understand how often people use their areas and Moodbox, so that they, too, may provide you with an optimal web experience.

### **E-mail Communications**

We may receive a confirmation when you open an email from IVO if your computer supports this type of program, in order to help us make e-mails more interesting and helpful. We also send out e-mails with news or promotions. If you do not want to receive e-mail from us, please contact us at [info@ivo.hk](mailto:info@ivo.hk)

### **Information From Other Sources**

For purposes such as improving personalization of our service, we may receive information about you from other sources and add it to our account information. Like the information you provide to us, we do not share this information with anyone except authorized third parties in connection with providing you with our Service. We may also receive delivery and address information from our shippers or other sources to facilitate delivery of your purchases.

### **Will IVO Share Any of the Information it Receives?**

Information about our users is an integral part of our business. We neither rent nor sell your personal information to anyone. We share your personal information only as described below.

### **Affiliated Business We Do Not Control**

In certain situations, IVO may provide services, or sell products jointly with affiliated businesses, including on Moodbox. We will share customer information that is related to such transactions with that affiliated business. We require our affiliates to provide the same level of privacy protection that we do and they do not have the right to share or use personal information for any purpose other than for an authorized transaction.

### **Agents**

We employ other companies and people to perform tasks on our behalf and need to share your information with them to provide products or services to you. Examples include billing users who purchase merchandise from IVO, shipping and delivering merchandise, analyzing data, providing marketing assistance, and providing customer service. Our agents subscribe to the same level of privacy protection as we do. Unless we tell you differently, IVO's agents do not have any right to use the personal information we share with them beyond what is necessary to assist us.

### **Promotional Offers**

We may send offers to certain customers on behalf of other businesses. However, when we do so, we do not give the other business your name and address. If you do not wish to receive these offers, please contact us at [info@ivo.hk](mailto:info@ivo.hk)

### **Business Transfers**

In some cases, we may choose to buy or sell assets. In these types of transactions, customer information is typically one of the business assets that is transferred. Moreover, if IVO, or substantially all of its assets, were acquired, customer information would be one of the assets that is transferred.

### **Protection of IVO and Others**

We may release personal information when we believe in good faith that release is necessary to comply with the law; enforce or apply our conditions of use and other agreements; or protect the rights, property, or safety of IVO, our employees, our users, or others. IVO may disclose personal information to parties in compliance with IVO's Copyright Policy, as IVO in its sole discretion believes necessary or appropriate in connection with an investigation of fraud, intellectual property infringement, piracy, or other unlawful activity. In such events, IVO may disclose name, street address, city, state, zip code, country, phone number, and e-mail address.

### **With Your Consent**

Except as set forth above, you will be notified when your personal information may be shared with third parties.

### **Is Information About Me Secure?**

Your IVO account information is protected by a password for your privacy and security. You need to work to protect against unauthorized access to your password and to your computer by signing off once you have finished using a shared computer.

Only employees who need personal information to perform a specific job (for example, a customer service representative) are granted access to it. All of our employees are kept up to date on our privacy and security practices.

### **What Information Can I Access?**

IVO allows you to access the following information about you for the singular purpose of viewing, and in certain situations, updating that information.

You are able to add or update certain information. When you update information, however, we often maintain a copy of the unrevised information in our records.

You may request deletion of your IVO account by sending an email to [info@ivo.hk](mailto:info@ivo.hk). Please note that some information may remain in our records after deletion of your account.

If you do not wish to receive e-mail or other mail from us, please e-mail us at [info@ivo.hk](mailto:info@ivo.hk). Please note that if you do not want to receive legal notices from us, such as this Privacy Policy, those legal notices will still govern your use of Moodbox, and you are responsible for reviewing such legal notices for changes.

As stated previously, you can always opt not to disclose information, even though it may be needed to take advantage of certain IVO features.

### **Can Children Use IVO's Services?**

IVO is not intended for children. If you are under 18, you may use Moodbox only with

involvement of a parent or guardian.

### **Conditions of Use**

If you decide to use Moodbox, your use and any possible dispute over privacy is subject to this Privacy Policy and our Terms and Conditions, including limitations on damages, arbitration of disputes, and application of the China law.

### **Third Party APPs**

Moodbox may permit you to link to other webAPPs on the Internet, and other webAPPs may contain links to Moodbox. These other webAPPs are not under IVO's control. The privacy and security practices of webAPPs linked to or from Moodbox are not covered by this Privacy Policy, and IVO is not responsible for the privacy or security practices or the content of such webAPPs.

### **Changes to this Privacy Policy**

IVO may amend this Privacy Policy. Use of information we collect now is subject to the Privacy Policy in effect at the time such information is used. If we make changes to our privacy policy, we will notify you by posting an announcement via email so you are always aware of what information we collect, how we use it, and under what circumstances if any, it is disclosed.

### **Questions or Concerns**

If you have any questions or concerns regarding privacy at IVO, please send us a detailed message to [info@ivo.hk](mailto:info@ivo.hk) or to Ivo Technologies Company Limited, 3/F, Room 3609, Annex Building, The Hong Kong University of Science and Technology, Clear Water Bay, Hong Kong. Your privacy is important to us and we will make every effort to resolve your concerns.