



Pointer Privacy Policy

Pointer provides a mobile and Internet-based application (the “**Application**”) to track and record information about specified resources (such as, for example, motor vehicles and cargo) (your “**Assets**”). This privacy policy explains how we make use of data and information received from our customers that use the Application (“**End Users**”).

We respect the right to privacy of End Users. Your ability to make informed choices about the use of your information is important to us. This privacy statement explains our policy regarding the collection, use, disclosure and protection of any information we receive.

Information We Collect

End Users and customers may be required to register and provide us with certain information. It is your voluntary decision whether to register and provide us with any such personal information, but if you refuse to provide such information it is likely that we may not be able to register you to receive our services.

In addition, the Application may allow End Users and/or their organizations to track the use of and other information regarding their Assets, and accordingly the Application may provide us with information regarding the behavior of End Users. Such information includes data that we collect automatically as well as data that End Users or their organizations may choose to have collected by the Application. We also may collect information that is related to you but that does not personally identify you, such as your computer’s operating system and browser. We refer to all information collected by the Services as “**Application Data**”.

How we Use Information

We will not share Application Data provided to us except when required by law, regulation, subpoena or court order. We may use Application Data internally – for example, to help diagnose problems with our servers, or to improve the services and make Pointer’s services (including the Application) more useful.

By analyzing the information we collect (including regarding End Users) we compile certain analytics regarding the use of, and other information in respect of, Assets. We may provide such analytics to either you or your organization, as per agreed commercial arrangements.

In addition, by analyzing all information we receive, we may compile statistical information across a variety of Assets and End Users (“**Statistical Information**”). Statistical Information helps understand trends and customer needs so that new products and services can be

considered and so existing products and services can be tailored to customer desires. We may share such Statistical Information with our partners, without restriction, on commercial terms that we can determine in our sole discretion.

How we Protect Information

We follow generally accepted industry standards to protect the Application Data submitted to us, both during transmission and once we receive it. No method of transmission over the Internet, or method of electronic storage, is 100% secure, however. Therefore, while we strive to use commercially acceptable means to protect your Application Data, we cannot guarantee its absolute security.

Other Uses or Transfer of Your Information

Notwithstanding anything to the contrary herein, we will fully cooperate with any law enforcement authorities or court order requesting or directing us to disclose the identity, behavior or digital content of any user suspected to have engaged in illegal or infringing behavior.

We may use subcontractors (such as, for example, cloud service providers) that are located in countries other than your own, and send them information we receive. Nevertheless, some countries may have levels of protection of personal and other information which are not as high as in your country of residence or business.

We may disclose Application Data as necessary for us to enforce our agreements and policies and to protect the rights and property of Pointer or its agents, employees and customers.

We may transfer Application Data in connection with a sale of all or part of our business.

Cookies

Pointer may use cookies to implement its services or to track users on Applications. A cookie is a small piece of text that is sent to a visitor's browser. The browser provides this piece of text to the device of the originating visitor when this visitor returns. A "persistent" cookie may be used to help save your settings and customizations across visits. Most Web browsers are initially configured to accept cookies, but you can change this setting so your browser either refuses all cookies or informs you when a cookie is being sent. Also, you are free to delete any existing cookies at any time.

Children

Pointer does not knowingly collect personally identifiable information from children under the age of 13.

Changes

Pointer may update this Privacy Policy from time to time - we encourage you to review it periodically.

Comments and Questions

If you have any comments or questions about our privacy policy, please contact us at info@pointer.com.

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