

Willook Ltd.,

If I Die Privacy Policy

Last Revised February 1st, 2012.

We, at Willook value your privacy and the privacy of your friends and therefore have set up this Privacy Policy in order to notify you how we process your personal information, what personal information we save and who else has access to your information.

While Willook Ltd. is not a United States based corporation, it is in strict compliance with both the Israeli Privacy Protection laws, which are compliant with the EU regulation and the US safe harbor guidelines.

1. What personal information do we retain?

We retain some of your personally identifiable information following your authorization and log-in through a 3rd party social account (such as Facebook), including your user name, email address, Facebook ID or other social ID, gender, language, your friend list, a list of your Trustees, your profile photo and other personal information you specifically sent us, including your password for the service.

2. What non-personal information do we retain?

We also retain some non-personal information; We collect and process some information which relates directly to your use of If I Die, such as the time spent on service, your browser, operating system, time zone and other non-personal information. We may use cookies to authenticate your login and to process your behavior on the service.

- 3. What information don't we store?** We do not store permanently any information regarding the content of your statuses or any sensitive information such as your sexual preferences, your religion, any trade-union affiliation or medical information. Moreover, we do not retain your payment information, credit card and other similar data.

4. How do we process your information?

We retain this information until we are notified from at least three Trustees of your death, following such notification we will publish the message you left with us.

5. Who has access to your information?

Apart from our servers and automated services (our staff and contractors may not see your personal information unless you specifically ask so), some information is transferred to your social networks or friends on social networks if you specifically asked for it (such as sending invitations). Moreover, we may use some information in an aggregated manner to provide you with better service (such as showing the number of people who watched the video) or advertisements.

6. 3rd Party Services & Processing:

we use the services of 3rd parties, including analytical services, authentication services and others such as Google Analytics and Facebook Connect; Such services collect personally identifiable and non-personally identifiable information; Please make sure that You read and understand the 3rd Party Privacy Policies prior to using service. We use Kaltura as a video streaming service, which may retain other cookies.

7. Emails and Promotional Activity:

We may contact you through email to sent updates and notifications, including promotional activities, and you may opt-out of these emails.

8. Can You Review, Correct or Remove Your Information? You can always contact us at privacy@ifidie.net and request to review, correct or remove any information stored about you.

9. How to contact us?

In any case you feel that your privacy was violated, you may contact us directly by sending an email to privacy@ifidie.net and detail the violation you found. Our privacy officer shall inspect your complaint and respond within a maximum of 14 days. Once per quarter, we will publish reports regarding the number of complaints we received and how we dealt with them.