

Website Privacy Notice

Last Revised: 12 May 2026

Introduction

This Privacy Notice details how **Mocart Ltd.** ("us", "we" or "Company") processes information of users of our website (each, "you" or "User") collected through our website at **www.mocart.io** (the "Website") and the Mocart products, applications, and services made available through it (collectively, the "Service").

The details of the Company are as follows: **Mocart Ltd.**, Dr. Avraham Eliyahu Harkavy 25, Tel Aviv, 6732943, Israel. Contact: Office@mocart.io.

We may revise this notice from time to time, in our sole discretion, and the most current version will always be posted on our website (as reflected in the "Last Revised" heading). We encourage you to visit this page regularly for any changes.

What information we collect

We may collect personal information about you as follows ("Personal Information"):

- bullet **Voluntary Information:** We may collect information that you provide us voluntarily such as your email address, full name, business name, etc. For instance, when you sign up to receive updates or further information from us, or when you communicate with us via the 'contact us' option on the Website, or when you submit an application for a position on our "Careers" page. In those cases we will use such information to contact you in connection with your submission to us.
- bullet **Device Information:** We may collect specific types of connection details and information with regard to your device, software or hardware that may identify you. Such information may include your browser type, IP address, operating system, and similar technical metadata.
- bullet **User Activity:** Information regarding User's activity on the Website such as your clicks, actions and browsing on the Website.
- bullet **Meta-Derived Information:** When you connect your Facebook or Instagram account to Mocart through Meta's authentication flow, we receive specific Meta-issued data. See the **Meta Platform Integration** section below for the complete list and how we use it.

Legal basis (GDPR Article 6)

Where applicable, we process your Personal Information on the following legal bases under Article 6 of the EU General Data Protection Regulation (GDPR):

- bullet **Performance of a contract (Art. 6(1)(b)):** when processing is necessary to provide you the Mocart service you've signed up for, including authenticating you, publishing content you initiated, and managing your subscription.
- bullet **Legitimate interests (Art. 6(1)(f)):** for ensuring the security and integrity of our service, preventing fraud, and improving the Mocart product. We balance these interests against your privacy rights.
- bullet **Consent (Art. 6(1)(a)):** for marketing communications, optional cookies, and any data processing where we explicitly request your opt-in. You may withdraw consent at any time.

- bullet **Legal obligation (Art. 6(1)(c)):** where we are required by law to retain or disclose certain data (tax records, legal process, etc.).

Specifically for **Meta-derived data** (see Meta Platform Integration below), our lawful basis is performance of a contract — Mocart cannot deliver the Delivery Hub service without processing the Meta data you authorize through Meta's OAuth flow.

How we use the information

We use the information in the manners described in this Privacy Policy. In addition to the purposes listed herein, the information we collect, which may include your Personal Information, is used for the following purposes:

- bullet To respond to inquiries and requests from our Users, to improve our Website and to provide you with further information about our products and services;
- bullet To detect and prevent fraudulent and illegal activity or any other type of activity that may jeopardize or negatively affect the integrity of the Website;
- bullet To investigate violations and enforce our policies, and as required by law, regulation or other governmental authority, or to comply with a subpoena or similar legal process or respond to a government request.

Cookies and Related Technologies

Cookies are small data files that are placed on users' devices to monitor how users interact with websites and other online services. Cookies can be used to identify your IP address, browser type, domain name, and specific web pages through which you click.

We and our service providers may use cookies because they:

- bullet help us optimize, personalize and/or otherwise improve your experience and/or the performance of the Service and our service and marketing-related communications with you; and
- bullet enable advertising delivered to you to be more relevant.

Most web browsers allow you to erase cookies on your computer, block cookies from your computer, or notify you when a cookie is stored on your computer. If you choose to disable or otherwise block certain cookies, you may be unable to use, or experience decreased functionality with, parts of the Service.

We use Google Analytics to collect information about your use of the Website. This third party service collects and shares information about your use of the Website in accordance with the following terms: policies.google.com/technologies/partner-sites. You can opt-out of this tracking technology here: support.google.com/analytics/answer/181881.

We also use **Meta (Facebook and Instagram)** pixel tags and the **LinkedIn Insight Tag** when Users access the Website. These third-party pixels collect device-level interaction data and share it with Meta Platforms, Inc. and LinkedIn Corporation, respectively, for measurement and advertising delivery purposes. You may opt out of pixel tracking and other advertising tracking technologies by following the instructions at networkadvertising.org/choices or aboutads.info/choices.

With whom we share the information and for what purpose

We do not rent or sell any Personal Information. We may share Personal Information with the following recipients:

- bullet our third party vendors engaged in providing services in connection with the Website (see Sub-processors below for the current named list);
- bullet our subsidiaries and affiliated companies;
- bullet auditors or advisers of our business processes;
- bullet any potential purchasers or investors in the Company.

We may share Personal Information with our recipients for any of the following purposes: (i) storing or processing Personal Information on our behalf (e.g., cloud computing service providers); (ii) assisting us with our business operations (e.g., issuing credit cards and processing transactions); and (iii) performing research, technical diagnostics, personalization and analytics that will enable us to improve the Website.

We may also disclose Personal Information, or any information you submitted via the Website, if we have a good faith belief that disclosure of such information is helpful or reasonably necessary to: (i) comply with any applicable law, regulation, legal process or governmental request; (ii) enforce our policies (including our agreements), including investigations of potential violations thereof; (iii) investigate, detect, prevent, or take action regarding illegal activities or other wrongdoing, suspected fraud or security issues; (iv) establish or exercise our rights to defend against legal claims; (v) prevent harm to the rights, property or safety of us, our affiliates, our users, yourself or any third-party; (vi) for the purpose of collaborating with law enforcement agencies; and (vii) in case we find it necessary in order to enforce intellectual property or other legal rights.

Meta Platform Integration

Mocart's Delivery Hub feature integrates with **Meta Platforms, Inc.** ("Meta") products — including **Facebook, Instagram**, and the Meta Marketing API — to allow Users to connect their own Facebook Pages, Instagram Business accounts, and Meta Business Asset Libraries to Mocart and to publish or push content through Mocart on their behalf.

Meta data we receive. When you grant Mocart access to your Facebook or Instagram account through Meta's authentication flow ("Facebook Login for Business"), Mocart receives the following data from Meta, scoped to the permissions you grant:

- bullet Your Meta-issued user ID, name, profile picture, and email address
- bullet The list of Facebook Pages you administer, and metadata about the Page you select
- bullet A Page Access Token used to act on the selected Facebook Page
- bullet The Instagram Business account ID linked to the selected Page, and metadata about that account
- bullet URLs, captions, and engagement metadata for posts and Reels you publish through Mocart
- bullet Identifiers and metadata for assets you push to your Meta Business Asset Library

Mocart does **not** receive your Meta password, your Meta payment methods, your private messages, or content from Meta accounts you have not explicitly connected.

How we use Meta data. We use this data solely to provide the Delivery Hub service: displaying your accounts inside Mocart so you can choose what to publish, performing the publish or asset-push action you initiated, and showing you the result. We do not use Meta-derived data for advertising, profiling, or sale to third parties.

How long we keep Meta data. We retain Meta access tokens and account identifiers only for as long as your Mocart account is active and you have not revoked access. Published-content metadata is retained for the lifetime of your Mocart account so we can show you a record of what you published. You may revoke Mocart's access to your Meta accounts at any time — see **Revoking Meta access and deleting your Meta data** below.

Revoking Meta access and deleting your Meta data. You can disconnect Mocart from your Meta account at any time:

- bullet Through Mocart's account settings, from which we will revoke our stored Meta access tokens and delete your Meta-derived data within 30 days, except where retention is required by law.
- bullet Through Meta directly — go to Facebook Settings → Apps and Websites → "Active" → find Mocart → Remove. When you do this, Meta notifies us via Mocart's Deauthorize Callback URL, and we will likewise revoke our stored tokens and delete your Meta-derived data within 30 days.

To request deletion of all data we have collected on you (Meta-derived or otherwise), use Mocart's Data Deletion request page at <https://mocart.io/data-deletion> or email Office@mocart.io with the subject "Data Deletion Request".

Meta Platform Terms. Use of Mocart's Meta integration is also governed by Meta's developer Platform Terms — see developers.facebook.com/terms/.

Sub-processors

Mocart engages the following sub-processors to operate the Service. Each is contractually bound to data-protection terms equivalent to those in this Privacy Notice.

- bullet **Google Cloud Platform** (Google LLC) — application hosting, database, and storage. Regions configurable.
- bullet **Firebase** (Google LLC) — authentication and real-time data sync.
- bullet **Polar** (Polar Software, Inc.) — billing and subscription management.
- bullet **Meta Platforms, Inc.** — source of authenticated user data when you connect a Meta account; recipient of content you publish through Mocart.

We update this list when sub-processors change. Material changes will be reflected in an updated "Last Revised" date on this notice.

International transfer

Since we operate globally, it may be necessary to transfer data, including Personal Information, to other countries than the country in which the information was collected. Where data is transferred from the European Economic Area, the United Kingdom, or Switzerland to countries that do not have an adequacy decision, we rely on the Standard Contractual Clauses approved by the European Commission as the legal basis for transfer.

For how long we retain the information

We retain the information that we collect from our Users for as long as it is relevant based on the purpose it was collected for. Retention periods will be determined taking into account the type of information that is collected and the purpose for which it is collected, bearing in mind the requirements applicable to the

situation and the need to destroy outdated, unused information at the earliest reasonable time. Under applicable regulations, we may keep records containing Users' Personal Information, account opening documents, communications and anything else as required by applicable laws and regulations.

We may rectify, replenish or remove incomplete or inaccurate information, at any time and at our own discretion.

Your privacy rights

Certain jurisdictions provide Users with certain statutory rights to their Personal Information. Subject to exemptions provided by law, and with proper identification, you may have the right to certain actions to your Personal Information such as:

- bullet Right to verify your Personal Information (to access, delete, change or update any Personal Information relating to you);
- bullet Right to see what Personal Information about you we have;
- bullet Right to request that we erase Personal Information about you (subject to any other legal obligation that may require us to keep that information);
- bullet Right to restrict us from processing Personal Information pertaining to you;
- bullet Right to export Personal Information in a portable format.

How to request deletion

To request deletion of any or all of your Personal Information, including Meta-derived data, you can:

- bullet Use the self-serve deletion form at <https://mocart.io/data-deletion>;
- bullet Email Office@mocart.io with the subject "Data Deletion Request";
- bullet For Meta-connected data specifically, you can also revoke access from Meta directly (Facebook Settings → Apps and Websites → Mocart → Remove); we will be notified via Meta's Deauthorize callback and process the deletion within 30 days.

Contact and complaints

If you wish to exercise any of these rights, contact us at: Office@mocart.io. When handling your request, we will ask for additional information to confirm your identity (which may include Personal Information). However, please note that if you choose not to allow us to process your Personal Information, we may be prevented from providing our Website and the Service.

Please note that these rights are not absolute and may be subject to our own legitimate interests and regulatory requirements.

If you wish to raise a complaint on how we have handled your Personal Information, please contact us directly at: Office@mocart.io.

If you are not satisfied with our response or believe we are collecting or processing your Personal Information not in accordance with the laws, you can file a complaint to the applicable data protection authority.