

DATA SUBJECT RIGHTS REQUEST FORM

Smilebox Inc., a wholly owned subsidiary of Perion Network Ltd. (collectively “**Company**”) value privacy rights. As required under applicable laws, and specifically the EU General Data Protection Regulations (“**GDPR**”), the California Consumer Privacy Act of 2018 (“**CCPA**”), the California Privacy Rights Act of 2020 effective January 1, 2023 (“**CPRA**”), the Virginia Consumer Data Protection Act of 2021 (“**CDPA**”), the Colorado Consumer Protection Act (“**CPA**”) and other federal, state laws, the Israeli Protection of Privacy Law (“**IPPL**”), etc. (all collectively shall be defined as “**Data Protection Laws**”), individuals are permitted to make certain requests and exercise certain rights regarding their Personal Data or Personal Information (as such term is defined under Data Protection Regulations) and depending on their jurisdiction.

In order to submit a request to exercise individual rights pursuant to the Data Protection Laws, please complete this form and send it to our privacy team at: privacy@perion.com.

Upon receipt of your completed request, we will process it and respond within the timelines required under applicable Data Protection Laws. If additional information is necessary, we will contact you using the contact information you provided in this form. Information provided in connection with this request will be processed only for the purpose of processing and responding to your request and will be deleted immediately thereafter. For more information, please review our [Privacy Policy](#).

1) CONTACT INFORMATION:

Full Name:

Email Address:

If applicable, US State:

2) WHAT IS YOUR RELATIONSHIP WITH US?

- User
- Customer
- Employee
- Vendor
- Other:

3) YOUR REQUEST:

Detailed below are various rights and requests you may submit depending on your residence. Please check the applicable right you are requesting to execute. Please note by exercising your right to deletion, **you will lose all account information**.

Note, certain deletion, correction and opt-out rights can be done without filling the form. You can opt-out from receiving emails from us by clicking the “unsubscribe” link within the email, you can delete and correct any information available in your account, etc.

A. CALIFORNIA:

Note: Under the CCPA your rights only apply to the Personal Information collected 12 months prior to the request and you are not entitled to submit more than 2 requests in a 12 months period.

Please check the applicable right you are requesting to execute:

- Right to Know or Access;
- Right to Deletion;
- Right to Data Portability;
- Right to Non-Discrimination;
- Right to Rectification;
- Right to Limit the Use and Disclosure of Sensitive Personal Information;
- Opt-Out of the Use of Automated Decision Making; or
- Other.

CCPA Opt-Out Rights:

We do not share Personal Information for Cross-Contextual Behavioral Advertising; to opt out from the use of cookies on our website, use the cookie setting option on our site or through the device level, most browsers and mobile device enable opt-out from cookies and tracking technology.

Authorized Agency: you may submit the request by an authorized agency as detailed in the [CCPA Notice](#).

B. VIRGINIA:

- Right to Confirm if the Data is Being Processed and to Access That Personal Data;
- Right to Deletion;
- Right to Data Portability;
- Right to Correct Inaccuracies;
- The right to Opt-Out of “The Processing of the Personal Data for Purposes of Targeted Advertising, the Sale of Personal Data, or Profiling in Furtherance of Decisions that Produce Legal or Similarly Significant Effects Concerning the Consumer”; or
- Other.

We do not share Personal Data for Targeted Advertising.

C. COLORADO:

- Right of Access;
- Right to Correction;
- Right to Deletion of Personal Data;
- Right to Data Portability – to obtain a portable copy of the data;

- Right to Opt-out of the Processing of Personal Data for the Purposes of: Targeted advertising; Sale for personal data; or Profiling used for decisions that produce legal or similarly significant effects on a consumer; or
- Other.

We do not share Personal Data for Targeted Advertising.

If you are a Colorado, Virginia, or Connecticut consumer, and we refuse to take action on your request, you may **appeal** our refusal within a reasonable period after you have received notice of the refusal.

D. EU, UK, EEA AND OTHER JURISDICTIONS:

- Right to be Informed to the Processing of Personal Data;
- Right to Access to Your Personal Data;
- Right to Rectification and Amendment;
- Right to Deletion / Erasure;
- Right to Restrict Processing;
- Right to Data Portability;
- Right to Object to the Processing of Personal Data;
- Rights Related to Automated Decision-Making and Profiling; or
- Other.

For EU and UK data subjects, you can also submit a Data Subject Request to our representative:

We value your privacy and your rights as a data subject and have therefore appointed the **Prighter Group** with its local partners as our privacy representative and your point of contact. Prighter gives you an easy way to exercise your privacy-related rights (e.g. requests to access or erase personal data). If you want to contact us via our representative - Prighter, or make use of your data subject rights, please visit the following website. <https://prighter.com/g/11106546394> -OR- If you need you can also use the email "rep_perion@prighter.com".

4) VALIDATION

The verifiable request must provide enough information that allows us to reasonably verify you as the person about whom we collected Personal Information or an authorized representative of such person.

We cannot respond to your request if we cannot verify your identity or authority to make the request and confirm the Personal Information or Personal Data is relates to you.

Please describe your request with sufficient details that will allow us to properly understand, evaluate, and respond to it.

Substantiate the request - please provide additional information about your request:

Thank you for filling in the form, please send it to: privacy@perion.com. We will process the request within the time frame under the applicable Data Protection Law. We reserve the right to extend the aforementioned period by the time specified in the Data Protection Laws if the request is complex or numerous or we require additional information.

The processing of the request is free of charge; however, we may want to reserve the right to charge a reasonable fee to cover certain administrative costs (such as providing additional copies of the data) or for handling manifestly unfounded or excessive requests.

Note that, you might not be eligible to exercise all or part of the rights detailed above – this depends on your jurisdiction and the applicable Data Protections Law, our relationship, and our rights to refuse or retain data under applicable Data Protection Law. Where we are not able to provide you with the information for which you have asked or otherwise fulfil your request, we will endeavor to explain the reasoning for this and inform you of your rights.