

Privacy Notice for the Mixtiles Content Creator Program

Last updated: August 23, 2026

About this Privacy Notice

This Privacy Notice explains what personal data we collect in connection with the Mixtiles Content Creator Program, how we use it, why we use it, with whom we share it, and the choices and rights available to you.

1. The Basics

1. Who We Are. We, Mixtiles Ltd. ("**Mixtiles**"), offer and operate the Mixtiles Content Creator Program through a landing page associated with the Mixtiles website and related application forms, creator portals, instruction pages, bonus criteria pages, communications, and related materials. Our offices are located at Ahad Ha'am 54, Tel Aviv, Israel. If you have questions about this Privacy Notice, our privacy practices, or if you want to exercise your rights, you can contact us at dpo@mixtiles.com.
2. Our Role: Controller and Processor. Certain data protection laws, including the laws in the EU, differentiate between a party that determines why and how personal data is processed (called a "**controller**") and a party that processes personal data solely on the controller's behalf and according to the controller's instructions (called a "**processor**"). We are the controller in respect of the processing described in this Privacy Notice. Additional entities who may be serving as separate, independent controllers are listed below.

3. Definitions and Recommendations

1. When we refer to the "**Program**", we mean the Mixtiles Content Creator Program and the related landing page, creator portal, application forms, instructions, communications, bonus criteria pages, and related tools and materials.
2. When we refer to "**personal data**", we mean information that is defined as personal data under law. This includes information that identifies you directly or indirectly, including unique identifiers like IP addresses or cookie IDs.
3. When we refer to "**you**", we mean visitors to the Program landing page, applicants to the Program, and participants in the Program.
4. This Privacy Notice is meant to be read together with the Mixtiles Content Creator Program Terms and Conditions (the "**Terms**"), which you can find at <https://creators.mixtiles.com/legal/creator-program-terms.pdf>. In general, we recommend that you routinely review this Privacy Notice and any preferences or settings made available to you in connection with the Program.

2. **Personal Data We Collect, How We Use It, and Why**. Below is a description of the types of personal data we collect in connection with the Program, how we use it, and the reason why we consider each use lawful. You have no legal obligation to provide us with personal data, but if you don't provide us with certain information, we may not be able to provide you with the associated functionality or benefits of the Program.

1. Contact and Application Form Information - When you contact us through the Program landing page or submit an application to the Program, we collect the information you provide, such as your name, email address, phone number, social media handles, links to your social media profiles, and any other information you include in your application or message.

How We Use this Data: To respond to your message, review and process your application, communicate with you about the Program, and, where permitted by law, send you updates or opportunities relating to the Program.

Legal Basis: We process this personal data in order to take steps at your request prior to entering into a contract with you and, if you join the Program, as necessary for the performance of a contract with you. Where we send you Program-related promotional or marketing communications, we do so based on our legitimate interest to promote and operate the Program or, where required by applicable law, based on your consent.

2. Activity and System Data (Including Cookies) - When you visit the Program landing page or use related online tools, we may automatically collect data about your computer or mobile device, including personal data such as your IP address, device information, browser type, usage data, metadata, and information about your activity on the relevant pages, such as what pages you visited, for how long, and what links you clicked on.

How We Use this Data: We use this data to operate and secure the Program landing page and related tools, generate analytics about their use, maintain and improve the user experience, troubleshoot issues, and prevent fraud or misuse. Certain hosting and infrastructure providers may also process technical metadata and request logs in connection with the operation of the Program landing page and related tools.

Legal Basis: We process this personal data based on our legitimate interests in operating, securing, maintaining, and improving the Program and related online services, and in preventing fraud. Where non-essential cookies or similar technologies are used and consent is required by applicable law, we rely on your consent. Additional information regarding cookies and similar technologies is provided below.

3. Registration and Account Data - In order to review your application, enroll you in the Program, or provide you access to Program systems, we may collect your name, email address, phone number, social media account handles, profile information, login or account-related details for Mixtiles systems, and any other information you provide in connection with your application, registration, or use of the Program.

How We Use this Data: We use this data to review applications, create and manage your participant profile, provide access to Program systems, communicate with you about the Program, administer your participation, verify your identity, maintain the security of our systems, prevent fraud, and address operational or compliance issues that arise. We may also use your contact details to send you Program-related updates, opportunities, reminders, and, where permitted by law, related marketing communications.

Legal Basis: When we process your registration and account data to review your application, onboard you, provide access to the Program, or administer your participation,

we do so in order to take steps at your request prior to entering into a contract with you and, where applicable, to perform our contract with you. When we process this data to maintain our systems, prevent fraud, protect security, or address compliance and operational issues, we do so based on our legitimate interests in protecting our business, participants, and systems. Where we use your contact details for marketing communications and consent is required by applicable law, we rely on your consent.

4. **Social Media Account and Performance Data** - In connection with the Program, we may collect information relating to the social media accounts you designate for use in the Program, including account handles, profile information, permissions or access authorizations you provide, content performance data, engagement metrics, sales attribution information, and other information relevant to administering, monitoring, and validating your participation in the Program. We moreover collect the personal data you provide, such as the content of your posts and the information available to us through your profile or account. The social media companies we use may also provide us with aggregate and analytical information about activity relating to us.

How We Use this Data: We use this data to administer and operate the Program, monitor participation, validate performance, attribute sales, calculate commissions and bonuses, review compliance with the Program terms and instructions, investigate suspected fraud or policy violations, and support our marketing and analytics activities relating to the Program. We may moreover use this information to engage with you or respond to your posts and comments and to analyze the effectiveness of our social media efforts and to improve how we manage them, and for marketing purposes.

Legal Basis: We process this personal data as necessary to perform our contract with you and based on our legitimate interests in operating, securing, improving, and enforcing the Program, validating attribution and payments, and protecting our business from fraud and misuse.

5. **Payment and Tax Data** - If you become eligible for commissions, bonuses, or other payments in connection with the Program, we may collect payment-related information and any tax-related information reasonably required to process such payments and comply with applicable law.

How We Use this Data: To process payments, maintain financial records, comply with tax and accounting obligations, and prevent fraud.

Legal Basis: We process your payment and tax data as necessary to perform a contract with you and to comply with our legal obligations. Where relevant, we also process certain payment-related data based on our legitimate interests in preventing fraud and protecting ourselves and our participants.

6. **Materials You Upload and Creator Content** - We collect personal data that may be included in materials you upload or submit in connection with the Program, such as application materials, documents, images, videos, captions, messages, creator content, and any other files or content you provide to us.

How We Use this Data: To review your application, administer the Program, evaluate content and performance, provide Program-related services, communicate with you, and exercise the rights granted to us under the Program terms.

Legal Basis: We process the materials and content you provide in order to take steps at your request prior to entering into a contract with you and, where applicable, to perform our contract with you. We may also process such materials based on our legitimate interests in administering, documenting, and improving the Program and in protecting our legal rights.

7. **Communications Data** - We collect information contained in communications between you and Mixtiles in connection with the Program, including emails, messages, support requests, confirmations, and other correspondence relating to your application or participation.

How We Use this Data: To communicate with you, provide support, send operational notices and instructions, maintain records, resolve issues, and manage the Program.

Legal Basis: We process this personal data as necessary to take steps at your request prior to entering into a contract, to perform our contract with you, to comply with legal obligations, and based on our legitimate interests in administering the Program, maintaining records, and defending our legal rights.

3. **Program Communications and Marketing.** As described above, we may use personal data we collect to send you communications relating to your application or participation in the Program. In some cases, and where permitted by law, we may also send you updates about Program opportunities, features, reminders, or other related marketing communications. You can stop receiving marketing emails by following the unsubscribe link in any marketing message we send you, or by contacting us at hi@mixtiles.com. Please note that you may still receive non-marketing administrative or service-related messages relating to your application or participation in the Program. If you are a Program participant, we may need to contact you about administrative, operational, compliance, payment, security, or service-related issues in connection with the Program. These communications are not marketing communications and you will continue to receive them even if you opt out of marketing emails.

Under some US data protection laws, our disclosure of certain internet activity and device information to third parties through cookies may be considered a “sale” or “sharing” of personal information, or processing of personal information for “targeted advertising” (as such terms are defined in applicable data protection laws). We do so in pursuit of the business and commercial purposes described in Section 2 above. For the purposes of the CCPA, in the last 12 months we have “sold” or “shared” internet or other electronic network activity information, geolocation data, and commercial Information with our analytics and advertising partners. Mixtiles has not knowingly sold or shared the personal information of individuals under the age of 16.

4. **Data Location.** We and our Service Providers (defined below) maintain, store and process personal data in the United States, the European Union, Israel, and other locations as reasonably necessary for the proper performance and delivery of our Sites, mobile application, and Services, or as may be required by law. Mixtiles Ltd. is headquartered in Israel, a jurisdiction which is

considered by the European Commission, the UK Information Commissioner's Office (ICO), and the Swiss Federal Data Protection and Information Commissioner, to be offering an adequate level of protection for personal data of individuals residing in EU Member States, the UK and Switzerland, respectively. We transfer data from the EEA, the UK and Switzerland to Israel on this basis. While privacy laws may vary between jurisdictions, Mixtiles and its affiliates and Service Providers are each committed to protect personal data in accordance with this Privacy Policy, customary industry standards, and such appropriate lawful mechanisms and contractual terms requiring adequate data protection, regardless of any lesser legal requirements that may apply in the jurisdiction from which such data originated. For data transfers from the EU, the UK, or Switzerland to countries that are not considered to be offering an adequate level of data protection by the relevant data protection authority, we and the relevant data exporters and importers enter into Standard Contractual Clauses ("SCC"). You can obtain a copy by contacting us as indicated in Section [10](#) below.

5. **Data Retention.** We retain personal data for as long as we deem it as reasonably necessary in order to maintain and expand our relationship and provide you with our Services and offerings; in order to comply with our legal and contractual obligations; or to protect ourselves from any potential disputes (i.e., as required by laws applicable to log-keeping, records and bookkeeping, and in order to have proof and evidence concerning our relationship, should any legal issues arise following your discontinuance of use), all in accordance with our data retention policy. To determine the appropriate retention period, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorized use or disclosure of your personal data, the purposes for which we process your personal data and whether those purposes can be achieved through other means, as well as applicable legal requirements. Please note that we do not retain your payment information, it is transferred directly to the relevant Service Provider. We only retain a token of such payment information (which cannot be used to reidentify it) and the chosen payment method. You also have the right to request the deletion of your personal data at any time, as further described in Section [9](#) below.

If you have any questions about our data retention policy, please contact us at dpo@mixtiles.com.

6. **Sharing the Personal Data We Collect.** We may disclose your personal data in the following instances:

1. **Legal Compliance:** in exceptional circumstances, we may disclose or allow government and law enforcement officials access to your personal data, in response to a subpoena, search warrant or court order (or similar requirement), or in compliance with applicable laws and regulations, with or without notice to you. Such disclosure or access may occur if we believe in good faith that: (a) we are legally compelled to do so; (b) disclosure is appropriate in connection with efforts to investigate, prevent, or take action regarding actual or suspected illegal activity, fraud, or other wrongdoing; or (c) such disclosure is required to protect our legitimate business interests, including the security or integrity of our Sites and Services.
2. **Service Providers:** we engage selected third-party companies and individuals to perform services on our behalf or complementary to our own. Such service providers may include hosting services, manufacturing, printing and shipping services, payment processing, data security services, billing and payment processing services, fraud detection and prevention

services, web and product analytics, e-mail distribution and monitoring services, session or activity recording services, chatbot services, AI service providers, performance measurement, data optimization and marketing services, social and advertising networks, event production and hosting services, e-mail, voicemails, support, enablement and customer relation management systems, and our legal, financial and compliance advisors (collectively, “**Service Providers**”). Our Service Providers may have access to personal data, depending on each of their specific roles and purposes in facilitating and enhancing our Sites and Services, and may only use the data as determined in our agreements with them.

3. Sharing your Feedback or Recommendations: If you submit a public review or feedback, note that we may (at our discretion) store and present your review to users of our Services. If you wish to remove your public review, please contact us at hi@mixtiles.com. If you choose to send others an e-mail or message recommending and inviting them to use the Services, we will use the contact information you provide us to automatically send such invitation e-mail or message on your behalf. Your name and e-mail address may be included in the invitation e-mail or message.
4. Protecting Rights and Safety: we may share your personal data with others if we believe in good faith that this will help protect the rights, property or personal safety of Mixtiles, any of our users, visitors, or any members of the general public.
5. Third-Party Websites and Services: our sites and platforms may include links to third-party websites, and integrations with third-party services. Such websites and third-party services, and any information you process, submit, transmit or otherwise use with such websites and third-party services, are beyond the scope of the Terms and this Privacy Policy and will therefore be governed by such third-party’s terms and privacy practices and policies. We encourage you to carefully read the terms and privacy policies of such websites and third-party services.
6. Mixtiles Subsidiaries and Affiliated Companies; Change of Control: we may share personal data internally within our group companies (including Mixtiles B.V., Mixtiles USA, Inc. and Mixtiles Ltd.), for the purposes described in this Privacy Policy. In addition, should Mixtiles or any of its affiliates undergo any change in control or ownership, including by means of merger, acquisition or purchase of its assets, your personal data may be shared (to the extent necessary and customary) with the parties involved in such an event. If we believe that such an event might materially affect your personal data then stored with us, we will notify you of this event and the choices you may have via any of the means of communication available to us.
7. Additional Sharing: we may share your personal data in additional manners, pursuant to your request or explicit approval, or if we are legally obligated to do so, or if we have successfully rendered such data non-personal, non-identifiable and anonymous. We may transfer, share or otherwise use non-personal and non-identifiable data at our sole discretion and without the need for further approval.

When we disclose personal data for a purpose listed above, we enter into a contract that describes the purpose and requires the recipient to both keep that personal data confidential and not use it for any purpose except in accordance with our contracts with them.

For the purposes of the CCPA, in the past 12 months, we may have disclosed the following categories of personal information to the recipients listed above: identifiers; commercial information; customer record information; internet or other electronic network activity information; geolocation data; visual or similar information, sensitive personal information, and inferences. We did so in pursuit of the business and commercial purposes described in Section [2](#) above.

7. Cookies and Tracking Technologies. Our sites and mobile application utilize “cookies”, anonymous identifiers, pixels, container tags and other technologies in order to provide and monitor them and our Services, ensure that they perform properly, analyze our performance and marketing activities, for product development and improvements, and to personalize your experience. Such cookies and similar files or tags may also be temporarily placed on your device. Certain cookies and other technologies serve to recall personal data, such as an IP address. Some cookies are removed when you close your browser tab or window. These are the “Session Cookies”. Some last for longer periods and are called “Persistent Cookies”. We use both types. Some cookies are necessary for our sites, mobile application, and Program to function properly, and cannot be declined or disabled unless you delete and block them through your web browser settings. Other cookies, which are used for functional, performance, analytics and marketing purposes, may be optional depending on your location when accessing the sites or our mobile application. Please note that if you get a new device, install a new browser, erase or otherwise alter your browser’s cookie file (including upgrading certain browsers), you may also clear the cookie preferences you initially set-up, so you will need to re-establish these preferences/choices.

learn more about our practices concerning cookies and online tracking, please visit our [Cookie Policy](#).

8. Data Security. In order to protect personal data held with us, we and our service providers implement industry standard physical, procedural and technical measures designed to secure personal data and minimize the risks of theft, damage, loss of information, or unauthorized access or use of information. However, we cannot guarantee that our sites and Program will be immune from any wrongdoings, malfunctions, unlawful interceptions or access, or other kinds of abuse and misuse. If there is any unexpected activity or inaccurate information or if you have reason to believe that your information is no longer secure, or if you have any questions about our security, please contact us by e-mail at dpo@mixtiles.com.

9. Data Subject Rights. Individuals have rights concerning their personal data. Please contact us by e-mail at hi@mixtiles.com if you wish to exercise your privacy rights under any applicable law, including the EU or UK General Data Protection regulations (GDPR) and the CCPA. Such rights include, to the extent available to you under the laws which apply to you, but are not limited to: the right to know/request access to (specific pieces of personal data collected; categories of personal data collected; categories of sources from whom the personal data was collected; purpose of collecting personal data; categories of third parties with whom we have shared personal data), to request rectification or erasure of your personal data held with Mixtiles, or to restrict or object to such personal data processing (including, for US states residents, the right to direct us to limit the use and disclosure of sensitive personal information to what is necessary to perform the services, or the right to direct us not to “sell” or “share” your personal information, or process it for “targeted advertising”, as explained below), to obtain a copy or port such personal data, or the right

to equal services and prices (e.g. freedom from discrimination). To the extent applicable to you, you may also designate an authorized agent, in writing or through a power of attorney, to request to exercise your privacy rights on your behalf. The authorized agent may submit a request to exercise these rights by emailing us. When you or an authorized agent ask us to exercise any of your rights under this Privacy Policy or applicable law, we may request you to provide us with certain additional information to verify your identity, prevent the disclosure of personal data relating to other individuals, and better understand the nature and scope of your request. Such additional data will be then retained by us for legal purposes (e.g. as proof of the identity of the person submitting the request, or proof of request fulfillment), in accordance with Section [52](#) above. You may also have the right to lodge a complaint with the relevant supervisory authority, applicable to the processing of your personal data.

10. Additional Information and Contact Details.

1. Updates and amendments: we may update and amend this Privacy Policy from time to time by posting an amended version on our sites, mobile application and/or Program pages. The amended version will be effective as of the date it is published. We will provide prior notice if we believe any substantial changes are involved via any of the communication means available to us. After such notice period, all amendments shall be deemed accepted by you.
2. External links: while our sites, Program pages and mobile application may contain links to other websites or services, we are not responsible for their privacy practices and we encourage you to pay attention and to read the privacy policies of each and every website and service you visit. This Privacy Policy applies only to our sites, mobile application, and Program.
3. Our Services are not designed to attract children under the age of 16: we do not knowingly collect personal data from children and do not wish to do so. If we learn that a child is using the Services, we will attempt to prohibit and block such use and to promptly delete any personal data stored with us which we deem to relate to such child. If you believe that we might have any such data, please contact us at dpo@mixtiles.com.
4. Data Protection Officer: Mixtiles has appointed PrivacyTeam Ltd. as our Data Protection Officer (DPO), for monitoring and advising on Mixtiles' ongoing privacy compliance and serving as a point of contact on privacy matters for data subjects and supervisory authorities. If you have any comments or questions regarding our Privacy Policy, if you have any concerns regarding your privacy, or if you wish to make a complaint about how your personal data is being processed by Mixtiles, please contact our DPO at dpo@mixtiles.com.
5. EU Representative: Mixtiles B.V has been designated as Mixtiles' representative in the European Union for data protection matters pursuant to Article 27 of the GDPR. Mixtiles B.V. may be contacted only on matters related to the processing of personal data. To make such an inquiry, please send us an email to dpo@mixtiles.com.
6. UK Representative: we have appointed Prighter Group with its local partners as our privacy representative and your point of contact for the UK. Inquiries regarding our privacy practices may be sent by e-mail to dpo@mixtiles.com or to Prighter through this website: <https://app.prighter.com/portal/14165519951>.

7. US Privacy Matters: if you have any questions or inquiries regarding our US privacy practices, or would like to exercise your rights under any applicable US state privacy laws, you can contact us by email at dpo@mixtiles.com or by post at:

Mixtiles US Inc. (Attn: Legal)

1313 Market Street, Suite 1000

Wilmington, DE 19801, United States

8. Database Controller: For the purposes of Israel's Protection of Privacy Law, Mixtiles Ltd. serves as the "Database Controller" responsible for the personal data processed in connection with our sites, mobile application and Program, and may be contacted at dpo@mixtiles.com.
9. Questions, Concerns or Complaints: if you have any comments or questions regarding our Privacy Policy, or if you have any concerns regarding your personal data held with us, or if you wish to make a complaint about how your personal data is being processed by Mixtiles, you can contact us at dpo@mixtiles.com.