

FILTERTUNE BY LIGHTRICKS

Terms of Service

Last Updated: July 29, 2020

Welcome to Filtertune By Lightricks! Lightricks Ltd. is the creator of Filtertune by Lightricks, a mobile software application that allows users to edit photos with filters, and create and share filters (each a “**Filter**” and collectively, the “**Filters**”) through the Filtertune by Lightricks application (the “**App**”). These Terms of Service (the “**Agreement**”) form a contract between you and Lightricks Ltd. (“**Lightricks**”). By downloading, installing or using the App, you agree to be bound by and become a party to this Agreement and its Exhibits. If you do not agree to all of the terms herein, you may not download, install, or use the App.

If you are entering into this Agreement on behalf of an entity (such as your employer), you represent that you have full authority to bind such entity to this Agreement, and in such cases references to "you" and "your" shall mean that entity.

ARBITRATION NOTICE: THIS AGREEMENT CONTAINS A MANDATORY ARBITRATION AGREEMENT – SEE **SECTION 10** AND ITS RELATED **EXHIBIT A** ATTACHED HERETO. PLEASE READ IT CAREFULLY, SINCE IT MAY REQUIRE YOU AND LIGHTRICKS TO ARBITRATE CERTAIN DISPUTES AND LIMIT THE MANNER IN WHICH BOTH PARTIES CAN SEEK RELIEF. THERE IS, HOWEVER, AN OPTION TO OPT-OUT.

1. LIGHTRICKS SERVICES

1.1. Your Rights. Subject to the terms and conditions of this Agreement, you are given a personal license and right to access and use the App and install it on your device (collectively, the “**Subscription**”). This Subscription is personal, limited, revocable, nonexclusive, non-transferable, and non-sublicensable, and the Subscription only lasts while this Agreement remains in effect. As used herein, a “**Paid Subscription**” means a Subscription to any fee-based portions of the App.

1.2. Community Guidelines. Your use of the App is subject to and you agree to the Community Guidelines attached hereto as **Exhibit B**.

1.3 The Permissions You Give Us. – Your use of the App and your Account Content are subject to and you agree to the Account Content License attached hereto as **Exhibit C**, which shall extend to any content created in or imported to the App.

1.4. Prohibited Uses. As a condition to your Subscription, you agree not to engage in (or encourage or permit others to engage in) any of the Prohibited Uses specified in **Exhibit D** attached hereto (the “**Prohibited Uses**”).

1.5. Restricted Access. The App is delivered electronically, and shall be deemed accepted by you upon delivery. Some modules, tools, features, or other functionality (collectively, “**Features**”) may only be available to Paid Subscriptions. Paid Subscriptions themselves shall also be subject to whatever limitations may be specified in the corresponding Paid

Subscription plan or package (such as limitation on the number of authorized users, usage volume or duration).

1.6. Changes to the App. Lightricks reserves the right, from time to time and in its discretion, and without prior notice, to: (a) change any Features and/or other aspects (such as the functionality, design, layout, or availability) of the App; (b) deactivate or remove entirely any Features, including without limitation any free Features and offering them only as part of a Paid Subscription (and vice versa); and (c) stop supporting (or limit compatibility with) certain devices and operating systems, in which case your access to the App on such devices or operating systems may be impaired. Where required by applicable law, we will notify you in advance in the event we decide to shut down or discontinue any Features, or the App as a whole.

1.7. Reservation of Rights. For the avoidance of doubt, the App is only licensed to you, and no title in it passes to you. Any rights not expressly granted herein are hereby reserved by Lightricks and its licensors, and you are granted no other right or license to the App, whether by implied license, estoppel, exhaustion, operation of law, or otherwise.

2. YOUR ACCOUNT AND YOUR CONTENT

In order to access the App, you may be required to register an account by submitting the information requested in the applicable interface ("**Account**"). You alone are responsible for maintaining the confidentiality and security of your Account (and user sub-accounts) and credentials, as well as for all activities that occur in such Account. Information collected by us in creating your Account will be used and processed in accordance with our Privacy Notice (available at <https://static.lightricks.com/legal/privacy-policy.pdf>), which is incorporated into this Agreement by reference. You are responsible for all of your Account Content, and you agree to the Community Guidelines. "**Account Content**" shall mean any content (including but not limited to Filters created using third-party products, images, text, Filter names, .xmp files, etc.) inputted, imported, uploaded, shared, posted, published, created or otherwise generated by you, in relation to your use of the App.

3. PAYMENT

3.1. Fees. Certain services and Features are only offered under a Paid Subscription. You agree to pay whatever fees and other charges are presented to you when you subscribe to a Paid Subscription (the "**Fees**"). If the payment plan is on a recurring-subscription basis, you agree to pay the Fees in accordance with the applicable billing cycle (the "**Billing Cycle**"). If you downloaded the App from the Apple Store, refunds are permissible in accordance with their refund policy; otherwise refunds are permissible in accordance with our Refund Policy (available at <https://static.lightricks.com/legal/refund-policy.pdf>), which is incorporated into this Agreement by reference. Except as stated in those policies, all Fees are non-refundable and non-cancellable. Moreover, amounts payable are exclusive of all applicable sales, use, consumption, VAT and other taxes, except for taxes based upon Lightricks' net income.

3.2. Payment Methods and Processing. Payments may be processed via the relevant App Marketplace (defined below), as well as any other third-party payment methods which we

make available. You must provide accurate billing information, and promptly update any changes to it (such as card numbers and expiry dates). If you are paying via credit or debit card, you represent that you are the authorized user of the card, and you authorize Lightricks (and any third party payment processor) to collect payment from you, on a recurring basis (if applicable), and to take all other necessary billing actions. If payment is made via a third-party payment processor, you will also be subject to its terms and conditions (over which we have no control) – so carefully read those terms.

4. INTELLECTUAL PROPERTY

4.1. Services. All rights, title and interest (including without limitation all Intellectual Property Rights) in and to the App and any tools made available to you through the App are and shall remain exclusively owned by Lightricks and/or its licensors. If you provide us with any suggestions or other feedback about the App ("**Feedback**"), you agree that we may use such Feedback at our discretion, and without any restriction (e.g., for research and development purposes, for commercial purposes etc.) or obligation to you. You further waive any moral rights to such Feedback.

4.2. Lightricks Brands. The trademarks and branding (collectively, "**Trademarks**") displayed in the App, as well as their associated goodwill, are and shall remain exclusively owned by Lightricks and/or its licensors (the "**Service Trademarks**"). Some of those Service Trademarks may also be registered by their respective owners. You may not use or register any Trademark that is confusingly similar to any Service Trademarks, and you must refrain from any action that may dilute, tarnish, or damage Service Trademarks or their associated goodwill.

4.3. DMCA Copyright Policy. It is Lightricks' policy to respect the rights of copyright owners, and we will respond to notices of copyright infringement in accordance with our DMCA Copyright Policy set forth in **Exhibit E** attached hereto.

4.4. Definition of Intellectual Property Rights. "**Intellectual Property Rights**" shall mean any rights, titles, and interests (under any jurisdiction, whether protectable or not, and whether registered or unregistered) in and to any inventions, discoveries, works of authorship, domain names, software, algorithms, designs, databases, data, know-how, technology, and/or other intellectual property, and includes without limitation patents, copyright and similar authorship rights, personal rights (such as Moral Rights (defined below), rights of privacy, and publicity rights), architectural, building and location (and similar geography-based) rights, mask work rights, trade secret and similar confidentiality rights, design rights, Trademarks, as well as all related applications and goodwill.

5. THIRD-PARTY INTERFACES AND LINKS

The App may include links to other websites or apps not owned or controlled by Lightricks. The App may also include Features provided by third parties through an application programming interface (API) of such third party. Lightricks has no control over, assumes no liability for any loss, damage or harm arising from: (a) the privacy policies or other practices of such third parties; or (b) the content or availability of any such websites, apps, or Features, and Lightricks does not endorse any materials available from such websites, apps, or Features.

Lightricks encourages you to be aware when you leave the App. You should read the terms and conditions and privacy policy of each third-party website and Feature before you provide them with your personal information or Account Content. You are responsible for complying with the terms of all such third-party websites, apps, and Features.

6. DISCLAIMER OF WARRANTIES

USE OF THE APP IS AT YOUR OWN RISK. THE APP IS PROVIDED ON AN "AS IS" AND "AS AVAILABLE" BASIS, WITH ALL FAULTS. WE AND OUR OFFICERS, DIRECTORS, SHAREHOLDERS, EMPLOYEES, SUB-CONTRACTORS, LICENSORS, AGENTS AND AFFILIATES (COLLECTIVELY, THE "LIGHTRICKS PARTIES") DISCLAIM ANY AND ALL WARRANTIES, REPRESENTATIONS, CONDITIONS AND GUARANTEES, WHETHER EXPRESSED, IMPLIED OR STATUTORY, INCLUDING WITHOUT LIMITATION ANY IMPLIED WARRANTIES OR CONDITIONS OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, SATISFACTORY QUALITY, QUIET POSSESSION, TITLE, NON-INFRINGEMENT, OR THAT ARISE FROM A COURSE OF PERFORMANCE OR DEALING, OR USAGE OF TRADE. WE DO NOT MAKE ANY REPRESENTATION, WARRANTY, CONDITION OR GUARANTEE THAT: (A) THE APP WILL BE UNINTERRUPTED, ERROR-FREE, OR WILL MEET YOUR REQUIREMENTS IN ANY WAY; (B) THE APP WILL BE FREE FROM MALWARE, COMPUTER VIRUSES OR OTHER HARMFUL COMPONENTS; AND/OR (C) THE CONTENT WILL BE ACCURATE, COMPLETE, RELIABLE, LAWFUL, OR NON-INFRINGEMENT. YOU SPECIFICALLY ACKNOWLEDGE THAT LIGHTRICKS SHALL NOT BE LIABLE FOR THE DEFAMATORY, OFFENSIVE, OR ILLEGAL CONDUCT OF ANY THIRD PARTY OR ANY CONDUCT OF ANY THIRD PARTY THAT VIOLATES THE COMMUNITY GUIDELINES AND THAT THE RISK OF HARM OR DAMAGE FROM THE FOREGOING RESTS ENTIRELY WITH YOU. NO ORAL OR WRITTEN REPRESENTATION, ADVICE OR STATEMENT MADE BY US OR ON OUR BEHALF, WHICH IS NOT EXPRESSLY CONTAINED IN THIS AGREEMENT, SHALL BE DEEMED TO BE A REPRESENTATION, WARRANTY, GUARANTEE, OR CONDITION OF ANY KIND. ANY HOW-TO GUIDES OFFERED ARE FOR YOUR INFORMATION ONLY, AND YOU MAY NOT RELY ON THEM FOR ANY ACADEMIC, VOCATIONAL OR PROFESSIONAL CERTIFICATION.

7. LIMITATION OF LIABILITY

TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, THE LIGHTRICKS PARTIES SHALL NOT BE LIABLE UNDER, OR OTHERWISE IN CONNECTION WITH, THIS AGREEMENT FOR ANY:

7.1. INDIRECT, SPECIAL, PUNITIVE, EXEMPLARY, STATUTORY, INCIDENTAL OR CONSEQUENTIAL DAMAGES;

7.2. LOSS OF PROFIT, BUSINESS, ANTICIPATED SAVINGS, OR OPPORTUNITY;

7.3. LOSS OF, OR DAMAGE TO, ANY ACCOUNT CONTENT, REPUTATION, OR GOODWILL; AND/OR

7.4. COSTS OR EXPENSES OF PROCURING SUBSTITUTE GOODS OR SERVICES. TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, THE COMBINED AGGREGATE LIABILITY OF ALL LIGHTRICKS PARTIES UNDER, OR OTHERWISE IN CONNECTION WITH, THIS AGREEMENT SHALL NOT EXCEED AN AMOUNT EQUAL TO HALF THE FEES YOU PAID US (IF

ANY) IN THE TWELVE (12) MONTHS IMMEDIATELY PRECEDING THE EVENT GIVING RISE TO THE CLAIM. THE FOREGOING EXCLUSIONS AND LIMITATIONS SHALL APPLY: (A) EVEN IF LIGHTRICKS PARTIES HAVE BEEN ADVISED, OR SHOULD HAVE BEEN AWARE, OF THE POSSIBILITY OF LOSSES, DAMAGES, COSTS, OR EXPENSES; (B) EVEN IF ANY REMEDY IN THIS AGREEMENT FAILS OF ITS ESSENTIAL PURPOSE; AND (C) REGARDLESS OF THE THEORY OR BASIS OF LIABILITY, INCLUDING WITHOUT LIMITATION BREACH OF WARRANTY, NEGLIGENCE, MISREPRESENTATION, STRICT LIABILITY, OR OTHER CONTRACT, TORT OR STATUTORY LIABILITY. HOWEVER, NOTHING IN THIS AGREEMENT SHALL LIMIT LIABILITY FOR DEATH OR PERSONAL INJURY CAUSED BY NEGLIGENCE, OR FOR FRAUD, OR ANY OTHER LIABILITY WHICH CANNOT BE EXCLUDED BY APPLICABLE LAW.

8. INDEMNIFICATION

You will indemnify and hold harmless each of the Lightricks Parties from and against any losses, liabilities, damages, fines, penalties, costs, and expenses (including reasonable legal costs and attorney's fees) suffered or incurred by any Lightricks Parties as a result of your use of and access to the App, any breach by you under this Agreement and/or any violation by you of any law and/or the rights of any third party.

9. TERMINATION

9.1. Termination by Lightricks. Lightricks reserves the right, without notice and without liability, to suspend and/or terminate this Agreement at any time, whether for cause (for example if you breach this Agreement) or for convenience (for example if Lightricks is discontinuing the App).

9.2. Termination by You. You may terminate this Agreement at any time, via the functionality offered or by cancelling your Account. In such cases, termination will take effect immediately, unless you have a current Paid Subscription in which case termination shall take effect at the end of the then-current Billing Cycle, and you will not be charged for the subsequent Billing Cycle.

9.3. Effect of Termination; Survival. Termination of this Agreement shall not affect any rights, remedies, obligations or liabilities that accrued as of the effective date of termination. Upon termination of this Agreement: (a) the Subscription and access to the App will terminate, and (if applicable) you must uninstall the App from your device; and (b) your Account and related access credentials shall be terminated, you shall be responsible for backing up your Account Content, and Lightricks shall not be required (unless required by applicable law) to retain any Account Content. Any provision of this Agreement that should survive termination, shall survive, as shall Sections 4 (Intellectual Property) and 6 (Disclaimer of Warranties) through 11 (General Legal Terms) inclusive.

10. GOVERNING LAW; DISPUTE RESOLUTION

This Agreement, as well as non-contractual claims, shall be governed by, and construed in accordance with, the laws of the State of New York, without regard to any conflicts of laws rules. The United Nations Convention on Contracts for the International Sale of Goods shall

not apply to this Agreement. In the event of any claim, dispute or controversy in connection with this Agreement (a "**Dispute**"), such Dispute shall be resolved exclusively by arbitration in accordance with Exhibit A (Mandatory Arbitration). However, if the Dispute is not subject to arbitration (either because you opted-out of the arbitration in the manner described in Exhibit A, or because a court of competent jurisdiction determined that the agreement to arbitrate does not to apply to you or the Dispute) then the Dispute shall be subject to the exclusive jurisdiction and venue as follows:

10.1. If you are a resident of the United States: the competent courts located in New York County, New York, and both you and Lightricks hereby irrevocably submit to the personal jurisdiction of such courts and waive any jurisdictional, improper venue, inconvenient forum, or other objections to such jurisdiction and venue; or

10.2. If you are not a resident of the United States: the competent courts located in Tel Aviv-Jaffa, Israel, and both you and Lightricks hereby irrevocably submit to the personal jurisdiction of such courts and waive any jurisdictional, improper venue, inconvenient forum, or other objections to such jurisdiction and venue. Regardless of any law to the contrary, any claim you may have arising under, or otherwise in connection with this Agreement must be filed within ONE (1) YEAR after such claim arose, or else you agree that such claim will be barred forever. If you are a consumer (as defined in the law of your jurisdiction), this Agreement is not intended to, and shall not, exclude or limit any mandatory rights you may have under the consumer laws of your jurisdiction.

11. GENERAL LEGAL TERMS

11.1. Entire Agreement. This Agreement (together with its Exhibits) represents the entire agreement between Lightricks and you with respect to the subject matter hereof, and supersedes and replaces any and all prior and contemporaneous oral and/or written agreements and understandings between you and Lightricks with respect to such subject matter. You confirm that in entering into this Agreement you have not relied on any statement or representation not expressly set out in this Agreement, such as statements and explanations in any FAQs or other marketing material on the Lightricks website. The section headings in this Agreement are for convenience only and may not be used for interpretive purposes.

11.2. Agreement Modifications by Lightricks. Lightricks reserves the right, from time to time and in its discretion, to make changes to this Agreement (each, "**Agreement Modifications**"). The modified Agreement will either be posted online, within the App, and/or notified to you via email or your Account. (In any case, we encourage you to regularly check the latest version of the Agreement, which can always be found here: https://static.lightricks.com/legal/LUT_Terms_04_LTX%20.pdf). The effective date of the Agreement Modifications will be ten (10) days after posting the modified Agreement or notifying you of it, as described above, unless a different date is specified. If you do not agree to the Agreement Modifications, your sole remedy, and our sole obligation and liability, is for you to terminate this Agreement. Otherwise, your continued access or use of the App shall constitute your acceptance of the modified Agreement.

11.3. Age Representation. You represent that you are of legal age in your jurisdiction to form a binding contract, but in any event at least thirteen (13) years old. Children under the age of thirteen (13) are not permitted to use the App. If you are between thirteen (13) and eighteen (18) years old, you must review this Agreement with your parent or guardian, have him/her accept it on your behalf, as well as approve your use of the App.

11.4. Language; Electronic Contract. The language of this Agreement is the English language only. You hereby irrevocably waive any law applicable to you requiring that the Agreement be localized to meet your language (as well as any other localization requirements), or requiring an original (non-electronic) signature or delivery or retention of non-electronic records.

11.5. App Download from App Marketplace. If you are downloading the App from a third party app-distribution platform or marketplace, such as Apple's App Store, Google's Google Play, or the Amazon Appstore for Android (each, an "App Marketplace"), please be aware that the App Marketplace may have additional rules which also govern your use of the App.

11.6. Assignment. Lightricks may assign this Agreement (or any of its rights and/or obligations hereunder) without your consent, without notice, and without any other restriction. Lightricks may, from time to time and at its discretion, subcontract performance of its obligations under this Agreement (for example, hosting may be done by third party cloud service providers). This Agreement is personal to you, and you may not assign or transfer this Agreement (or any of your obligations or rights hereunder) without Lightricks' express prior written and signed consent. Any prohibited assignment shall be null and void. Subject to the foregoing, this Agreement shall bind and benefit each party and its respective successors and assigns (for example, the Moral Rights waiver and the Account Content License also benefit Lightricks' successors and assigns). At Lightricks' discretion, any Lightricks obligation hereunder may be performed, and any Lightricks right or remedy may be exercised, by a subsidiary and/or affiliate of Lightricks (each, an "**Affiliate**").

11.7. Severability. If any provision of this Agreement (for example, the provisions of Section 10 (Governing Law; Dispute Resolution) or Exhibit A (Mandatory Arbitration)) is held by a court to be illegal, invalid or unenforceable, then: (a) the remaining provisions of this Agreement shall remain in full force and effect; and (b) you and Lightricks agree that the court making such determination shall have the power to change the provision to make it legal, valid and enforceable and that most closely approximates the original intent and economic impact of such provision, and this Agreement shall be enforceable as so modified in respect of such jurisdiction. In the event such court does not exercise the power granted to it as aforesaid, then such provision will be ineffective solely as to such jurisdiction, and will be substituted with a valid, legal and enforceable provision that most closely approximates the original intent and economic impact of such provision.

11.8. Remedies. Except as may be expressly stated otherwise in this Agreement, no right or remedy of a party under this Agreement shall be exclusive of any other right or remedy under this Agreement, at law or in equity.

11.9. Waiver. No failure or delay on the part of any party in exercising any right or remedy under this Agreement shall operate as a waiver thereof, nor shall any single exercise of any such right or remedy preclude any other or further exercise thereof or the exercise of any other right or remedy. Any waiver granted hereunder must be in writing (for waivers by you, emails will be acceptable; for waivers by Lightricks, the writing must be signed by an authorized representative of Lightricks), and shall be valid only in the specific instance in which given.

11.10. Relationship of the Parties; Third Party Beneficiaries. No agency, partnership, joint venture or employment relationship is intended or created by this Agreement, and the relationship of the parties is solely that of independent contractors. Except as provided otherwise in this Agreement (for example, as regards rights of Lightricks' Affiliates) neither party intends that any third party will be a beneficiary of or entitled to rely on any part of this Agreement.

11.11. Notices. You agree that Lightricks may send you notices by email, as well as provide you notices within the App. Except as stated otherwise in this Agreement or required by applicable law, you agree to send all notices to Lightricks, to: contact@lightricks.com.

11.12. U.S. Government Rights. The App is "commercial computer software" and any service-related documentation is "commercial computer software documentation," pursuant to DFAR Section 227.7202 and FAR Section 12.212, as applicable. If you are an agency, department, employee or other entity of the United States Government, then your access to and use of the App shall be subject solely to the terms and conditions of this Agreement.

11.13. Export Compliance. You must comply with any applicable export control laws. You represent and warrant that: (a) you are not a resident of a country that the U.S. government has embargoed for use of the App, nor are you named on the U.S. Treasury Department's list of Specially Designated Nationals or any other applicable trade sanctioning regulations of any jurisdiction; and (b) your country of residence and/or incorporation (as applicable) is the same as the country specified in the contact and/or billing address provided to us.

11.14. Data Backup. The App is not intended to, and will not, operate as a data storage or archiving service, and you agree not to rely on the App for the storage of any of your Account Content whatsoever. You are solely responsible and liable for the maintenance and backup of all your Account Content. You also acknowledge that certain Account Content (including without limitation personal information) may be saved to or stored on your Device (even if we do not collect that Account Content).

Exhibit A
Mandatory Arbitration

Lightricks wants to address your concerns without the need for a formal legal dispute. Before filing a claim against Lightricks, you agree to try to resolve the Dispute informally by contacting contact@lightricks.com. If a Dispute is not resolved within 30 days after the email is sent, you may initiate proceedings, as set forth in this Exhibit A.

You and Lightricks agree to resolve any Dispute only by FINAL AND BINDING BILATERAL ARBITRATION in accordance with the below; except, however, that: (a) each party retains the right to bring an individual action: (i) in a small claims court located in your county of residence (or in New York County, New York if you meet the requirements of such court), if you are a resident of the United States, (ii) through a small claims process in the courts of London, England or Dublin, Ireland, if you are a resident of the European Economic Area (EEA), or (iii) in the small claims court in Tel Aviv-Jaffa, Israel, if you are neither a resident of the United States nor the EEA; (b) each party retains the right to seek equitable relief to protect any Intellectual Property Rights, in any court of competent jurisdiction; and (c) nothing herein precludes you from bringing issues to the attention of federal, state, or local agencies.

Capitalized terms not defined in this Exhibit shall have the meanings given to them in the main body of the Agreement to which this Exhibit is attached.

If you are a resident of the United States: Unless you and Lightricks expressly agree otherwise in writing, the arbitration shall take place in-person (except that if telephonic or other remote electronic means are available and permissible, then you may elect to conduct the arbitration via such means) in New York City, New York. The arbitration will be administered by Judicial Arbitration and Mediation Services, Inc. ("**JAMS**"), before a single arbitrator and in the English language, in accordance with the JAMS Streamlined Arbitration Rules and Procedures ("**JAMS Streamlined Rules**"), as modified by this Agreement. The arbitrator must honor the terms and conditions of this Agreement (including, but not limited to, all liability exclusions and limitations), and shall not make any award or decision that is contrary to, or in excess of, what this Agreement provides. The Federal Arbitration Act, 9 U.S.C. § 1, et seq. ("**FAA**") (and not any state law concerning arbitration) applies to this agreement to arbitrate, and governs all questions of whether a Dispute is subject to arbitration.

If you are not a resident of the United States: Unless you and Lightricks expressly agree otherwise in writing, the arbitration shall take place in-person in Tel Aviv-Jaffa, Israel, except that if telephonic or other remote electronic means are available and permissible, then you may elect to conduct the arbitration via such means. The arbitration will be administered by the Center of Arbitration and Dispute Resolution (www.israelcourts.co.il) ("**CADR**"), before a single arbitrator and in the English language, in accordance with its then-current rules and in accordance with the Israeli Arbitration Law, 5728-1968, as amended, and as modified by this Agreement. The arbitrator must honor the terms and conditions of this Agreement (including, but not limited to, all liability exclusions and limitations), and shall not make any award or decision that is contrary to, or in excess of, what this Agreement provides.

The arbitrator's decision must be in writing, and will include the essential findings and conclusions upon which the award is based. Judgment on the arbitration award may be entered in any court having jurisdiction thereof. In the event any litigation should arise between you and Lightricks in any court in a proceeding to vacate or enforce an arbitration award, YOU AND LIGHTRICKS HEREBY IRREVOCABLY WAIVE ALL RIGHTS TO A JURY TRIAL, instead electing that the proceeding be resolved by a judge. The arbitrator may award declaratory or injunctive relief only in favor of the plaintiff/claimant and only to the extent necessary to provide relief warranted by the plaintiff's/claimant's individual claim.

Regardless of who initiates arbitration for a Dispute, you will always remain responsible for your costs relating to counsel, experts, witnesses, and travel to the arbitration. Payment of all filing, administration and arbitrator fees will be governed by the JAMS or CADR rules (as applicable). If you are an individual and have not accessed or used the App on behalf of an entity, we will reimburse those fees for claims where the amount in dispute is less than \$10,000 (unless the arbitrator determines the claims are frivolous), and we will not seek attorneys' fees and costs in arbitration (unless the arbitrator determines the claims are frivolous). If Lightricks initiates an arbitration for a Dispute, Lightricks will pay all administrative fees and costs related to the arbitration, including all professional fees for the arbitrator's services.

All aspects of the arbitration proceeding, including but not limited to the decision and award of the arbitrator and compliance therewith, shall be strictly confidential. The parties agree to maintain its confidentiality, unless (and in such cases, only to the extent) otherwise required by applicable law. This paragraph shall not prevent a party from submitting to a court any information necessary to enforce an arbitration award, or to seek equitable relief.

YOU ACKNOWLEDGE AND AGREE THAT, EVEN IF ANYTHING IN THE JAMS STREAMLINED RULES (OR OTHER JAMS OR CADR RULES, AS APPLICABLE) PERMIT OTHERWISE: (A) YOU AND LIGHTRICKS ARE HEREBY EACH IRREVOCABLY WAIVING THE RIGHT TO A TRIAL BY JURY, AS WELL AS THE RIGHT TO PARTICIPATE (FOR EXAMPLE, AS A CLASS REPRESENTATIVE OR CLASS MEMBER) IN A CLASS ACTION, CLASS ARBITRATION, OR OTHER CLASS-WIDE OR REPRESENTATIVE ACTION OR PROCEEDING, AND THAT YOU MAY ONLY BRING A CLAIM IN YOUR INDIVIDUAL CAPACITY; AND (B) NO ARBITRATION WILL BE JOINED TO ANY OTHER ARBITRATION, AND THE ARBITRATOR MAY NOT CONSOLIDATE ANY INDIVIDUAL PARTY'S DISPUTE WITH ANY OTHER PARTY'S DISPUTE.

OPT-OUT: You can choose to reject this agreement to arbitrate ("**Opt-out**") by emailing contact@lightricks.com within thirty (30) days after the date you agree to this Agreement for the first time. The Opt-out email you send to us must state that you do not agree to this agreement to arbitrate and must include your name, address, phone number, and email address. Providing an Opt-out notice is the only way you can opt-out of this agreement to arbitrate. If you Opt-out of this agreement to arbitrate, all other provisions of the Agreement will continue to apply, and you will not be permitted to invoke this agreement to arbitrate to resolve any Dispute with Lightricks.

To the extent any provision of this Exhibit A is held by a court of competent jurisdiction to be illegal, invalid or unenforceable, you and Lightricks agree that the provisions of Section 11.7 (Severability) shall apply.

Exhibit B
Community Guidelines

RESPONSIBILITY FOR YOUR ACCOUNT CONTENT

1. Your Responsibility. Subject to the Account Content License in Exhibit C, you own all rights, title and interest (including without limitation all Intellectual Property Rights) in and to your Account Content. Lightricks takes no responsibility and assumes no liability for any Account Content that you or any other user post. Lightricks is not obligated to review or monitor, and does not approve, endorse, or make any representations or warranties with respect to Account Content. You are solely responsible for and you agree to indemnify, hold harmless and release Lightricks and all Lightricks' Affiliates and licensors from any losses, liabilities, damages, fines, penalties, costs, and expenses, including reasonable legal costs and attorney's fees, suffered or incurred by any Lightricks Parties as a result of your Account Content, and any use of it (including without limitation use by others) and consequences thereof. You understand and acknowledge that in using the App, you may be exposed to material that is inaccurate, offensive, indecent, or objectionable, including but not limited to material in violation of the Prohibited Uses, and you agree to waive any legal or equitable rights or remedies you have or may have against Lightricks with respect thereto.

2. Representations and Warranties. You represent and warrant that: (a) your Account Content does not, and will not, infringe or violate any third party's Intellectual Property Rights, privacy rights, publicity rights, or any law; (b) your Account Content is not, and will not be, cruel, insensitive, disparaging, libelous, threatening, offensive, harassing, deceptive, abusive, hateful, promoting of violence, illegal drugs, illegal arms trafficking, or illegal gambling, and does not, and will not, contain obscenity or pornography, misinformation, create any risk to a person's safety or health, impersonate another person, compromise national security, or interfere with an investigation by law enforcement; and (c) you have obtained, and will maintain during and after any termination of this Agreement, any and all licenses, permissions, consents, approvals, and authorizations required in connection with your Account Content (for example, obtaining the consent of someone to whom you send a message). The content, nature, frequency, and quantity of your Account Content has not been specifically requested or authorized (and may or may not be reviewed) by Lightricks, and is submitted to the App at your sole risk. Without derogating from the generality of the above, you agree that you will not submit any Account Content which contains information which it is unlawful for you to possess in the country in which you are a resident. Lightricks reserves the right (but shall have no obligation) to decide whether your Account Content complies with the requirements set out in this Agreement, and may remove such Account Content and/or terminate your access to the App for submitting Account Content which is in violation of this Agreement, without prior notice and at Lightricks' discretion.

3. No Obligation by Lightricks. Lightricks has no obligation to accept, display, review or maintain any of your Account Content. Lightricks may, at any time and without notice, edit, replace and/or delete your Account Content in our discretion, including, without limitation, if we: (a) determine that you are in breach of any provision of this Agreement (for example, if your Account Content contains nudity or impersonates another person, we may remove it or

replace the picture with another picture we deem appropriate) or have violated (or are suspected by us of violating) any law; and/or (b) deem it helpful or reasonably necessary to comply with any applicable law, legal process, or governmental request, to enforce the Agreement (including investigations of potential violations thereof), to detect, prevent, or otherwise address fraud, security issues, and/or to protect against harm to the rights, property or safety of Lightricks, our licensors, our users, yourself, and/or the public.

4. Moral Rights Waiver. You hereby irrevocably waive (and agree never to assert) against Lightricks, its Affiliates, Lightricks' licensors, and/or any other user of the App, any Moral Rights you may have in and to any of your Account Content, and any right to receive compensation, either by royalties, commissions and/or any other manner, in connection therewith. "Moral Rights" means any rights of paternity or integrity, or any right to claim authorship of a work, to object to or prevent any distortion, mutilation or other modification of, or other derogatory action in relation to, any work, or to withdraw from circulation or control the publication or distribution of a work, whether or not such would be prejudicial to the honor or reputation of the creator of the work, and any similar right, existing under judicial or statutory law of any jurisdiction, or under any treaty.

5. Use of Account Content by Licensed Parties. You acknowledge that a party licensed to use your Account Content under the Account Content License may use your Account Content for purposes or in ways other than you anticipated. You agree that Lightricks, any Lightricks Affiliates, and any other App users shall not bear any responsibility for such uses.

6. No Payment for Account Content. You agree that none of Lightricks, any Lightricks Affiliates, or any other App users are under any obligation to pay you or any third party any consideration or compensation for your Account Content or the use thereof.

Exhibit C
Account Content License

1. **Account Content License to Lightricks.** You hereby grant Lightricks and all Lightricks Affiliates a worldwide, assignable, non-exclusive, royalty-free, fully-paid, sublicensable (through multiple tiers of sublicensees), irrevocable and perpetual license (the “**Account Content License**”), in any media format and through any media channels, to access, process, distribute, host, translate, reproduce, edit, adapt, modify, republish, promote, publicly perform, publicly display, create derivative works of, and otherwise use your Account Content, including your or any third-party name, voice, image, likeness, and/or other identifying information as contained in your Account Content:
 - (a) to perform under this Agreement, including without limitation to provide you with the App and any technical support;
 - (b) on an aggregated or otherwise anonymous basis, for improving the App, for analytics, and/or generally for research and development;
 - (c) to promote the App and/or Lightricks;
 - (d) to identify and credit you by your Instagram or other social media username and/or the Filter name as the contributor of your Account Content in the App or any publication, media, or technology now known or later developed in connection with your Account Content; and/or
 - (e) in any other manner, to be determined in Lightricks’ sole discretion.

Account Content License to other Users. You hereby grant each user of the App a non-exclusive license to access your Account Content through the App and to process, distribute, host, translate, reproduce, edit, adapt, modify, republish, promote, publicly perform, publicly display, create derivative works of, and otherwise use such Account Content as permitted through the functionality of the App and under this Agreement.

The Account Content License shall survive any termination of this Agreement. You represent and warrant that you have obtained, and will maintain during and after any termination of this Agreement, any and all licenses, permissions, consents, approvals, and authorizations required for granting the Account Content License. The Account Content License shall be effective without the need for any licensed party to seek your approval for use of any of your Account Content.

2. **Account Deletion.** If you choose to delete your Account, your Account Content shall be removed from the App. Notwithstanding the foregoing, you agree that Lightricks may continue to retain, access, process, distribute, host, translate, reproduce, edit, adapt, modify, republish, promote, publicly perform, publicly display, create derivative works of, and otherwise use your Account Content indefinitely in the following cases: if you have shared your Account Content in accordance with the App functionality and this Agreement, and/or if Lightricks has displayed your Account Content in the App, Lightricks’ social media channels, Lightricks’ products, or it is included in third-party or print content, etc.

Exhibit D
Prohibited Uses

You must not do (or permit or encourage to be done) any of the following, in whole or in part: (a) copy, "frame" or "mirror" the App; (b) sell, assign, transfer, lease, sublicense, or otherwise distribute or make available the App to any third party (such as offering it as part of a timesharing or service bureau environment); (c) publicly perform, display or communicate the App; (d) modify, adapt, arrange, or translate the App; (e) decompile, disassemble, decrypt, reverse engineer, or otherwise attempt to discover the source code or non-literal aspects (such as the underlying structure, sequence, organization, file formats, non-public APIs, ideas, or algorithms) of the App; (f) remove, alter, or conceal any copyright, trademark or other proprietary rights notices displayed in the App; (g) circumvent, disable or otherwise interfere with security-related features of the App, or publicly identify any security vulnerabilities in them; (h) make a derivative work of the App, or use them to develop any service or product that is substantially similar to it; (i) store or transmit any robot, malware, Trojan horse, or similar malicious item (for example, by way of Account Content) intended (or that has the potential) to damage or disrupt the App; (j) employ any hardware, software or technique to pool connections, devices or users that use the App (sometimes referred to as 'virtualization', 'multiplexing' or 'pooling') in order to circumvent any limitations or conditions on the scope of your Subscription; (k) forge or manipulate identifiers in order to disguise the origin of any Account Content or impersonate any person or entity, or make any false statement pertaining to your identity or affiliation with any person or entity; (l) take any action that imposes (as determined in Lightricks' discretion) an unreasonable or disproportionately large load on the servers or other cloud infrastructure which operate or support the App, otherwise systematically abuse or disrupt the integrity of such servers or infrastructure, or send automated queries; (m) engage in any activity that constitutes or encourages conduct that constitutes a criminal offense, gives rise to civil liability or otherwise violates any applicable law, including without limitation laws governing privacy, defamation, spam, and copyright; (n) cause or launch any programs for the purpose of scraping, indexing, or otherwise data mining any portion of the App, or use robots, crawlers and similar applications to collect and compile content from the App, or send data to or from the App for the purposes of competing with the App or in such ways that may impair the App's functionality; (o) display or embed content from the App (including without limitation by any software, Feature, gadget or communication protocol), which alters the App or its design; (p) collect or process personal information regarding the App's users, without their prior explicit consent, or threaten or intimidate other users of the App; (q) link to the App from web pages or applications that contain pornographic content or content that encourages racism or wrongful discrimination; and/or (r) include in any Account Content information which may be considered as identifying a minor (or information enabling contact of minors), or which violates a person's privacy rights or publicity rights, which is threatening, defamatory, libelous, vulgar, violent, obscene or racially, ethnically or otherwise objectionable, or which constitutes unsolicited commercial communications ('spam') or pyramid schemes.

Exhibit E
DMCA Copyright Policy

1. Removal of Content.

It is the policy of Lightricks to respect the legitimate rights of copyright owners, and we will respond to clear and obvious notices of alleged copyright infringement. Pursuant to the Digital Millennium Copyright Act (the "DMCA"), we have designated a Copyright Agent (as specified below) to receive notifications of claimed copyright infringement in connection with the App. Please be advised that we enforce a policy that provides for the termination in appropriate circumstances of users of the App who are repeat infringers. If you believe that your work has been copied, or otherwise misappropriated or abused, in a way that constitutes copyright infringement, please provide the Copyright Agent with the following information in accordance with the DMCA:

- (i) An electronic or physical signature of the person authorized to act on behalf of the owner of the copyright;
- (ii) A description of the copyrighted work you claim has been infringed;
- (iii) A description of where the material that you claim is infringing is located on the App, with enough detail that we may find it. Providing URLs in the body of an email is the best way to help us locate content quickly;
- (iv) Your address, telephone number, and email address;
- (v) A statement by you that you have a good faith belief that the disputed use is not authorized by the copyright owner, its agent, or the law; and
- (vi) A statement by you, made under penalty of perjury, that the above information in your notice is accurate and that you are the copyright owner or authorized to act on the copyright owner's behalf.

2. Counter-Notification.

If you believe that the material you posted was removed from the App by mistake, and that you have the right to post the material, you may elect to send us a counter-notification. To be effective the counter-notification must be a written communication provided to our Copyright Agent that includes substantially the following (please consult your legal counsel or see the DMCA to confirm these requirements):

- (i) Your physical or electronic signature;
- (ii) Identification of the material that has been removed or to which access has been disabled and the location at which the material appeared before it was removed or access to it was disabled. Providing URLs in the body of an email is the best way to help us locate content quickly;
- (iii) A statement under penalty of perjury that you have a good faith belief that the material was removed or disabled as a result of mistake or misidentification of the material to be removed or disabled; and
- (iv) Your name, address, and telephone number, and a statement that you consent to the jurisdiction of the Federal District Court for the judicial district in which the address is located, or if your address is outside of the United States, for any judicial district in which the App may be found or accessed, and that you

will accept service of process from the person who provided notification of infringement or an agent of such person.

3. Misrepresentations.

Please note that under the DMCA (at 17 U.S.C. Section 512(f)) any person who knowingly materially misrepresents that material or activity is infringing or was removed or disabled by mistake or misidentification may be subject to liability.

4. Copyright Agent.

Our agent for notice of claims of copyright infringement ("Copyright Agent") can be reached as follows:

Lightricks Ltd.

Email: contact@lightricks.com