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5. Personal Data.

- 5.1. The Parties will comply at all times with any and all applicable privacy and data protection laws and regulations, for allowing Veriti to use and process the data in accord-ance with this Agreement, for the provision of the Soft-ware and the performance of this Agreement.
- 5.2. To the extent that Licensee needs a data processing agreement ("**DPA**"), Licensee shall request to oren@veriti.ai for Veriti's DPA and shall return it signed to Veriti as described therein.
- **6. Warranties**. Each Party represents and warrants that it is duly organized, validly existing and in good standing under the laws of its jurisdiction of incorporation or organization; and that the execution and performance of this Agreement will not conflict with other agreements to which it is bound or violate applicable law.

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of disclosure by the disclosing party; (b) was disclosed to the receiving party by a third party who had the right to make such disclosure without any confidentiality restrictions; (c) is, or through no fault of the receiving party has become, generally available to the public; or (d) was independently developed by the receiving party without access to, or use of, the disclosing party's Confidential Information. Neither Party shall use or disclose the Confidential Information of the other Party except for performance of its obligations under this Agreement ("Permitted Use"). The receiving party shall only permit access to the disclosing party's Confidential Information to its respective employees, consultants, affiliates, agents and subcontractors having a need to know such information in connection with the Permitted Use, who either (i) have signed a non-disclosure agreement with the receiving party containing terms at least as restrictive as those contained herein or (ii) are otherwise bound by a duty of confidentiality to the receiving party at least as restrictive as the terms set forth herein. The receiving party will be allowed to disclose Confidential Information to the extent that such disclosure is required by law or by the order or a court of similar judicial or administrative body, provided that it notifies the disclosing Party of such required disclosure to enable disclosing party to seek a protective order or otherwise prevent or restrict such disclosure. All right, title and interest in and to Confidential Information are and shall remain the sole and exclusive property of the disclosing Party.

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- (ii) Licensee shall immediately delete and dispose of all copies of the Documentation in Licensee's or any of its representatives' possession or control; (iii) Veriti may delete all customer data uploaded on the Software without affecting any of Veriti's rights to the Analytics Information; and (iv) any sums paid by Licensee until the date of termination are non-refundable. The provisions of this Agreement that, by their nature and content, must survive the termination of this Agreement in order to achieve the fundamental purposes of this Agreement (including limitation of lability) shall so survive. If applicable, Licensee shall be responsible to download its data from the Software prior to termination of this Agreement.
- **13. Customer Reference.** Licensee hereby agrees that Veriti may use Licensee's name and logo to identify Licensee as a customer of Veriti or user of the Software, on Veriti's web.
- 14. Miscellaneous . This Agreement, including the DPA (if applicable), represents the complete agreement concerning the subject matter hereof and may be amended only by a written agreement executed by both Parties. The failure of either Party to enforce any rights granted hereunder or to take action against the other Party in the event of any breach hereunder shall not be deemed a waiver by that Party as to subsequent enforcement of rights or subsequent actions in the event of future breaches. If any provision of this Agreement is held to be unenforceable, such provision shall be reformed only to the extent necessary to make it enforceable. Any use of the Software by an agency, department, or other entity of the United States government shall be governed solely by the terms of this Agreement. Neither Party may assign its rights or obligations under this Agreement without the prior written consent of the other Party, which consent may not be unreasonably withheld or delayed. Notwithstanding the foregoing, this Agreement may be assigned by either Party in connection with a merger, consolidation, sale of all of the equity interests of the Party, or a sale of all or substantially all of the assets of the Party to which this Agreement relates. This Agreement shall be governed by and construed under the laws of the state of Israel, without reference to principles and laws relating to the conflict of laws. The competent courts of the city of Tel Aviv shall have the exclusive jurisdiction with respect to any dispute and action arising under or in relation to this Agreement. This Agreement does not, and shall not be construed to create any relationship, partnership, joint venture, employer-employee, agency, or franchisor-franchisee

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