

# Privacy Policy

Novoshops attaches great importance to protecting users' privacy. The purpose of this Privacy Policy is to describe the information that we may collect when you visit and use this Website and related services, how we use this information, and whether we will disclose such information to a third party. This privacy policy applies to this Website.

## I. Confirmation and Acceptance of the Terms of Service of the Website

The ownership and operation rights of various e-services offered by the Website belong to the Website. The services offered by this Website shall be strictly enforced in full accordance with the terms of service and rules of operation that have been issued. The terms and conditions hereof are the agreement for handling rights and obligations of both parties, and will always remain valid unless it violates national compulsory laws. When using the trial service, you also acknowledge the rights and behaviors you have, and shall be responsible for the authenticity of all information you provide during the trial use.

## II. Introduction to Service

### (i) Application for Trial

When you apply for trial use and fill in the information, you will be required to provide a series of basic information about your enterprise, such as your company name, address, corporate logo, telephone number, etc. You will agree that this Website has the right to collect and summarize this information and provide the basis for building customized apps for this Website.

### (ii) Information Accuracy

Any information posted on this Website shall follow the principles of legality, accuracy, timeliness, and integrity. However, this Website will neither guarantee that the information provided or gathered by any third party is entirely accurate, nor make any warranty or commitment on the correctness, accuracy, and reliability of the material. All information may be browsed by visitors and may be used incorrectly; you shall fully understand and verify the information sufficiently before posting said information. The website disclaims any responsibility for your loss arising from the information you have posted.

### (iii) Use and Confidentiality of the Information

1. To provide you with better service, the server will automatically record some information, including your visit length, browsing, language used, access date, access time, etc. when you log on or use Novoshops products or services. We won't reveal your information except under your

authorization or under requirements from relevant government departments in accordance with laws and regulations.

2. We won't illegally provide your personal information to any third party, instead, we will only share designated information after reaching consensus with you through negotiation provide for the purposes of providing or improving our products, service and advertising campaign. We will not share your personal information with any third party for the third party's marketing purposes, nor sell your personal information. We are obligated to require the aforesaid cooperative partners/clients to strictly observe the confidentiality agreement (the personal information, of which, the state organs mandatorily requiring the disclosure or the government departments requiring the disclosure in accordance with laws and regulations, is not within the scope of protection by the Privacy Policy).

#### (iv) Intellectual Property

1. The Company possesses the Novoshops products' copyrights (including trademarks, patent rights, copyrights, technical secrets, licensing rights, and other intellectual property rights), and all contents of information related to Novoshops, including but not limited to recording, picture, archives, info, materials, architecture, code sources, interface documents, page designs, etc. All of aforesaid intellectual properties are owned by us in accordance with laws.

2. Unless explicitly agreed upon and authorized by us in written form, no one has the right to make illegal modifications, re-create, de-compile, or reverse engineer our system software, or try to extract the source code or engage in any action that involves copyright infringement., Anyone who violates the Company's copyrights shall bear the corresponding liability.

We will investigate the aforesaid security breaches, and actively cooperate with law-enforcing departments to suppress and punish violators who engage in such acts of sabotage.

#### (v) Prohibited Acts

A. Infringement upon or violation of others' legal intellectual property rights and right to privacy is strictly prohibited.

B. The dissemination of materials with defamatory, obscene, threatening or insulting content through this Website is strictly prohibited.

C. Committing other unlawful acts through this Website is prohibited.

#### (vi) Cookies Use Policy

When you visit our website or use our mobile app, we will automatically gather specific information using cookies, pixel tags, browser analytics tools, server logs, network beacons, etc.

For example, when you visit our website, we will set up cookies on your computer. Cookies are small text files sent by the Website to your computer or other devices connected to the Internet, to

uniquely identify your browser or store information or settings in your browser. Cookies can not only enable us to identify you when you revisit our Website, but also help us provide you with customized experiences and enable us to detect specific types of fraud.

### III. Legislative Jurisdiction and Application of Law

The formation, execution, and interpretation of the Privacy Policy and settlement of disputes shall be governed by laws of the People's Republic of China.

Where the Website's terms of service conflict with Chinese laws, these terms and conditions shall be reinterpreted in accordance with those laws, and other valid terms and conditions shall remain in force.

If there is any dispute arising from, out of, or in connection with the content hereof or in the course of implementing the Privacy Policy, both parties hereto shall strive to settle the dispute through friendly negotiation; if no settlement can be reached through negotiation, either party may file a lawsuit with the people's court.

Novoshops reserves the right to the final interpretation of all content contained in this Website.