

Business Activities Policy

Introduction

This Business Activities Policy (“**Policy**”) defines the relationship of Magnus Internal Search and Rescue Ltd. (“**Company**”) with each of its sales agents (“**Agent**”), including with respect to duties, rights and ethical conduct.

It is hereby clarified that MAGNUS may change this Policy at its sole discretion, from time to time, and include additions and changes that will be required in light of a changing reality, as well as additional products and services.

1. The fundamental values of the Company's activities with its Agents are as follows:
 - 1.1 Fairness and transparency;
 - 1.2 Easy and fast accessibility to introduce the customers to the Company;
 - 1.3 Full compliance with the terms of the agent agreement;
 - 1.4 Compliance with all applicable laws and regulations, including without limitation, privacy related laws.
 - 1.5 Professional adjustment of the Company's products to the customer's needs.

2. **Marketing**
 - 2.1 The Agent may market the Company's Products with various means of advertisement, including mailing lists, integration of a dedicated link which will be provided by the Company to its website, etc. The responsibility for the correct use of the advertising means rests with the Agent, the Company shall not be held liable for any claims, related directly or indirectly, to Agent’s incorrect use of the Policy or any material provided by the Company.
 - 2.2 Use of additional advertising material beyond the existing material requires the Company's prior written approval, as well as obtaining approval for any use of intellectual property of any material not owned by the Agent. The Agent undertakes to approve any new advertising material without delay.
 - 2.3 As an Agent, it is prohibited to send spam email (SPAM) containing links to the Company's website. Any violation of this condition may prevent payment of Commissions.

3. Use of Trademarks and Internet Activity

The Company appreciates and respects the cooperation of the Agents and are happy to be at their disposal in the joint activity as marketers of the Company's Products.

It should be noted that various websites appear on the Internet which use the Company’s trademarks and brand, and the name MAGNUS (or Magnus) is used in the various search engines which lead to websites that apparently look like the official website of MAGNUS. These websites do not contain any other information or other visibility and are not part of the Company's websites. Naturally, the Company has no connection or control over these websites or their content, which may ultimately lead to consumer deception and harm both the Company and its partners.

For the avoidance of doubt, the Company has no objection in principle to the use of the trademarks for the purpose of promoting sales of the Products. The Company is happy to assist all Agents which require assistance in order to avoid any inconveniences in the future, in addition to the following guidelines:

- 3.1 MAGNUS, Magnus Internal Search and Rescue and MAGNUS Safety are registered trademarks of the Company. It is forbidden to use these trademarks in search engines such as ADWORDS, etc. Also, it is prohibited to purchase these trademarks or an expression that combines these words for the purpose of promoting the Agent’s website.
- 3.2 It is prohibited to build websites that look similar to the Company’s official website or similar to the point that it may mislead customers, as this constitutes unauthorized use of the trademarks.
- 3.3 The Products may be advertised, and the Company logo may be used on the Agent’s official website, provided that it is clear to any customer entering the website that such website is not the Company’s official website.

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