



ADAM's Approach to Privacy

Privacy concerns stress out the need for clear product values that will stand out and guide the strategy and development of the product.

ADAM's values are:

1. Transparency & Integrity - We believe that our users should know what data we collect, how we collect it, and how the is it used.
2. Privacy – We respect the privacy of drivers, dispatchers and fleet managers.
3. Trust – We strive to create mutual trust between all parties: ADAM, the fleet's management, and the drivers.
4. Quality – We provide high quality products that comply with the industry's standards.
5. Positive impact - ADAM seeks to create a positive impact on the world through its developed technologies.

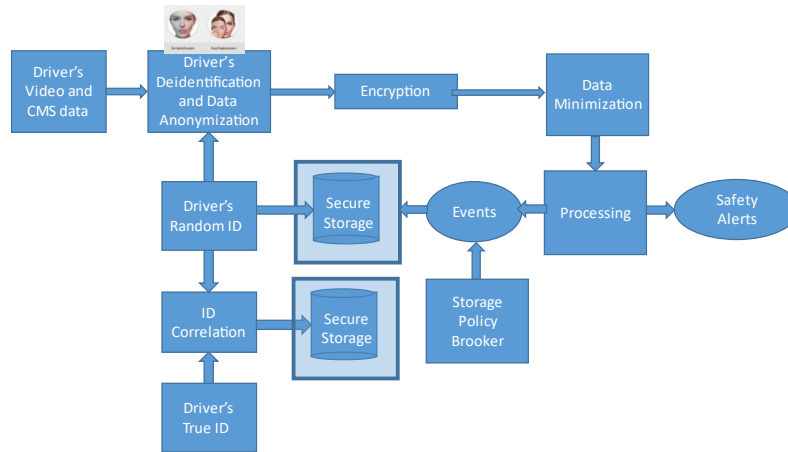


Figure 1 Data flow diagram