

TIE Online Services Privacy Policy

The following privacy policy applies to the use of the online digital services of TIE - the Information Experts Ltd. (the "**Company**"), which include the following websites and various applications (applications) operated by the Company: (hereinafter, collectively and separately: the "**Website**" and/or the "**Application**") And any other online service of the company, as will be activated from time to time at the discretion of the company (the services listed above will be referred to below, collectively and separately: "**the online service**").

1. Privacy Policy

A. The company respects the privacy of the users of the websites and the online service it manages and operates.

B. These terms will teach you, the user of the online service, what the privacy policy used in the online service is and its purpose, among other things, is to clarify what the company's procedures are in relation to the privacy of users of the online service, the way in which the company uses the information you provide to it and the information collected about the users of the online service, if any. The policy also includes information on the use of cookies.

third. To the extent that you use the company's application or various services available on the online service, including those that require registration or identification on your part, the terms of use of said services will apply, which may include specific privacy aspects.

d. This policy is an integral part of the terms of use of the online service. What is stated in this policy is written in the masculine language for convenience purposes only, but it is aimed at all genders alike. By continuing to browse and use the online service, you are expressing your consent to this policy.

2. Providing details and personal information

A. When using the website's services, information may be collected about you, including information that can reasonably be used to identify you, including your first and last name, your address, social security number, your email address, your phone number, products, and services you were interested in or you asked to purchase them, etc. ("personal information").

B. The use of the company's website may involve registration or providing details and personal information. Also, contacting the company through online contact forms found on the website and/or using the application and/or entering the personal area of the online service involves registering and providing details and personal information, such as full name, address, phone, active email address and other details as needed and the circumstances of the matter. For the avoidance of doubt, it will be clarified that you are not required by law to provide the details and personal information. Their delivery depends on your consent and free will.

third. You are required to provide only correct, accurate and complete details and you hereby confirm the correctness of the details you provided. The details and personal information you provide, as well as additional details about your use of the website (as detailed later in this policy), will be kept by the company. Providing incorrect details, or failing to provide all the required details,

may prevent you from completing the registration or using some of the site's services and/or the online service, harming the quality of the service provided to you as well as harming the ability to contact you, if necessary.

d. Know that, except as required by law, the content you upload to the site is not private or confidential and that you should not have any expectation of privacy regarding it. You should exercise caution and exercise discretion when submitting personal information that may identify you or others.

God. When you provide personal information of a third party, you declare that you have received their express consent to provide the information to the Company, for the purpose of using this information in accordance with this policy.

We may collect the information mentioned in this chapter ourselves or through our service providers, and among other things using various technologies such as cookie files and similar technological collection tools as detailed below.

3. Information collected during the use of the website

A. The company may collect additional information about you when you contact and correspond with the company, for example when you submit any requests or inquiries to the company. Some of the information does not identify you personally and is not saved together with your details, it is statistical and cumulative information. For example, advertisements you read on the online service, the pages you viewed, the offers and services that interested you, the Internet (IP) address from which you contacted, etc. However, the company may use this information later for the purpose of advertising and marketing products and content in which you expressed interest. The company may collect and use the services of Third parties to collect and analyze anonymous, statistical, or aggregate (aggregate) information in connection with the use of the online service, including information regarding your activity in the online service.

4. Social networks and personal information you share

B. If the site has tools for sharing and linking content through social networks and various online services. The use of social networks and online services as mentioned above is external and separate to the website and subject to the privacy procedures of the operators of those services. This policy does not apply to the activity of these social networks, or any online service operated by a third party.

5. The use of information

The details and personal information you provide, and the details collected by the company during your use of the website and/or the online service will be used in accordance with the provisions of this policy and in accordance with the provisions of any law, among others as follows:

To allow you to use the website and/or the online service, the contents included in it and the full range of services it offers. identify you and save you from having to enter your details each time on

your repeated entries to areas where registration is required. improve and enrich the services and content in the online service, including creating new services and content that match the users' requirements and expectations, as well as changing or canceling existing services and content. The information that will be used by the company for this purpose will mainly (but not only) be statistical information, which does not identify you personally. allow you to adjust the services of the online service to your preferences. send you from time-to-time information regarding the services and contents of the online service, activities related to it and the company, surveys, newsletters, etc. Such information may be promotional in nature and may be sent to you via text messages (SMS), email messages, or by other electronic. contact you when the company deems it necessary. analysis, control and delivery of statistical information to third parties. This information will not identify you personally. proper operation and development of our online service. for purposes of control and information security of our site and its use, such as for the purpose of locating and preventing activity that may endanger the digital as well as help protect your privacy when using digital. enforce the terms of use of the website, in order to comply with the requirements of any law, regulation or other piece of legislation, as well as in order to assist authorized authorities and any third party, when the company believes in good faith that it must do so; any other purpose, specified in this privacy policy or the terms of use.

6. Transfer of information to third parties

The company will not transfer to third parties the personal information you provided, and the details collected about your activity in the online service, except in the cases below -

- A. As far as it is necessary for proper delivery of the website services or the online service;
 - B. In case of violation of the instructions of the terms of use of the website or online service by you or performing actions deemed by the company to be against the law or attempting to perform such actions through the website or online service.
 - C. If the company receives a judicial order, or a demand from a competent authority, instructing it to hand over your details or the information about you to a third party.
 - D. in any dispute, claim, claim, demand or legal proceedings, if any, between you and the company and/or anyone on its behalf.
 - E. In any case, at the company's sole discretion, where the delivery of the information is necessary to prevent serious damage to your body or property or to the body or property of a third party;
 - F. The company may transfer your details and the information collected as a result of your use of the website to other companies or organizations related to the company, provided that they use this information only according to the provisions of this policy;
 - G. For the purpose of providing and sharing anonymous, aggregate and statistical information with other companies or organizations associated with the company as well as with suppliers, business partners, advertisers and any third party, in accordance with the sole discretion of the company.
- The company will not knowingly reveal your identity to any third party without your consent;

H. If the company organizes its activity or the activity of the online service in a different framework, as well as in the event that it changes its legal structure, including in the event that the company transfers the activity of the online service and/or any part of it to a third party - the company will be entitled to transfer to the new entity a copy of the information stored about you, provided that the entity It will assume the provisions of this policy towards you;

I. according to your express request.

7. The database

The information that the company collects is kept in its database, which is stored with server hosting and data backup providers, which may also be located outside the borders of Israel. Additional information, as detailed in this policy, is collected and stored by other companies (such as statistical companies, etc.). They can also store the information outside the borders of the country. Your consent to this policy also constitutes consent to the storage of the information abroad and its transfer outside the borders of Israel.

8. Cookies

A. The company may use cookies in the online service for its regular and proper operation, including to collect statistical data about the use of the online service, to verify details, to adjust the site to your personal preferences, information security needs and more.

B. Cookies are text files, which your browser creates according to a command from the online service's computers. Some cookies will expire when you close your browser and others are saved on the hard drive of the end device you use. The cookies can contain a variety of information, such as the pages you visited, the length of time you spent on the online service, where you came to the online service, sections, information you want to see when entering the online service, and more.

C. In addition, the company may also use cookies originating from third parties, including Google Analytics, Google's advertising services, and social networks such as Facebook. The cookie files are intended for displaying ads regarding products or services based on your various activities around the Internet and other websites and services you have visited (in a method known as retargeting). In addition, the cookies originating from Facebook are intended to show you information on the site originating from Facebook, to mark content that you 'liked', to recommend you other content that may interest you, and more.

D. For more information about the types of cookies that Google or anyone on its behalf collects and how they use these files, see the extension in the Google Information Center.

E. For more information about the use of 'cookie' files by or on behalf of Facebook, see the extension in Facebook's 'cookie' policy.

F. If you do not want to receive cookies, you can avoid this by changing the settings in your browser. For this, please consult the browser's help file. In some of the services mentioned above, you can request your removal from the collection of cookies about you (using "Opt-Out"):

G. For more information about the possibility of removing you from the Google Analytics service, click here. For more information about the possibility of removing you from Google's advertising services, click here.

H. For more information about the option to remove yourself from Facebook's ad service, click here. For more information about Facebook's advertising services, click here.

I. Please note that disabling cookies may result in you not being able to use some of the services and features of the online service or other websites. In addition, you can delete the cookies on your computer at any time. It is suggested that you do so, only if you are convinced that you do not want the online service to be adjusted to your preferences or to share with third parties information about your activity on the online service.

9. Data security

A. The company attaches utmost importance to the security of the information in its systems. In order to save the information, it operates systems, applications and procedures for the security of the information, designed to minimize the risks of theft, damage, loss or unauthorized access to the information.

B. However, running these applications does not absolutely guarantee that personal information will not be exposed or stolen from the databases. Therefore, the company does not guarantee, and you cannot reasonably expect, that the services and information systems used on the site and in the company will be immune from unauthorized access to the information stored in them. By actually using the site and its services, you are aware of and agree to these limitations.

10. Right to review information

A. According to the Privacy Protection Law, 1981 - 1981, every person has the right to review by himself, or by his attorney authorized in writing or by a guardian, the information about him that is held in a database. updated, may contact the owner of the database with a request to correct the information or to delete it. If the owner of the database refused, he must inform the applicant of this in the manner and manner stipulated in the regulations under the Privacy Protection Law.

B. Please note that deleting information may prevent you from continuing to receive services from the website and result in the cancellation of your registration on the website. Information needed by the company - including documentation of actions you performed on the site - will continue to be kept by the company according to law, but will no longer be used for contacting you.

11. Electronic direct mailing

A. The company wishes to occasionally send you by e-mail information about its services as well as marketing and advertising information. Said information will only be sent to you if you have given express consent to it, and at any time you can revoke your consent and stop receiving it, by contacting the company in writing using the form found on the website under "Contact".

B. The company will not give your personal information to advertisers. However, it may transfer statistical information about the activity of users on the websites. Statistical information that will be transferred will not identify you personally.

12. **Changes to our privacy policy**

A. The company may change the terms of the privacy policy from time to time. If substantial changes are made to the policy, a notice will be published on the home page of the online service 7 days before the changes take effect. If changes are made to the policy in accordance with the provisions of the law or the requirement of a competent authority, then the changes will enter into force in accordance with the provisions. Continued use of the online service after the policy change indicates your acceptance of the revised policy. If you do not agree with the updated version of the policy, you must cease further use of the online service.

B. You can review the current policy at any time by clicking on the appropriate link on the website or online service.