

PRIVACY POLICY

(Last updated: June 29, 2020)

This Privacy Policy (“**Policy**”) describes Deep Insight Limited Partnership (“**Deep Insight**”, “**we**”, or “**Company**”) practices of collecting and processing Personal Data (as such term shall be defined below) from its website visitors (“**user/s**”, “**you**” or “**your**”), available at: <https://www.deepinsight.co.il/> (“**website**”).

This Policy explains what data we may collect from you, how such data may be used or shared with others, how we safeguard it, and how you may exercise your rights related to your Personal Data.

This Policy is an integral part of our [Terms and Conditions](#). Therefore, any defined terms that are used herein but not defined, shall have the meaning ascribed to it in our Terms and Conditions.

1. Information We Collect

We may collect the following types of data:

“Non-Personal Data” –non-personal and anonymized information which may be gathered or made available through your access to our website and interaction with the Content, including but not limited to, your aggregated usage and technical information transmitted or automatically collected through your device and access time and date. For the avoidance of doubt, we are not aware of the identity of the user from who we collect such data from.

“Personal Data” – individually identifiable information, namely information that identifies an individual or may, with reasonable effort, identify an individual. Personal Data may include:

- a) **Contact Us Information and any Other Information You Voluntarily Provide** – You may reach out and contact us through the website or by other means of communications to ask any question you may have or to request for certain information. In the event you contact us, you will be requested to provide you email address. You might voluntarily provide us with additional information such as your name, phone number, position, etc. We will use your contact information, as well as any other information you will provide us voluntarily, under our legitimate interest, in order to respond to your questions. Additionally, we may process the contents of our correspondence with you, under our legitimate interest, to improve our customer services, to resolve any disputes (if applicable), and to provide you with content regarding our activities or occasional communications and updates.
- b) **Online Identifiers & Associated Data** – When you access our website, we may, either directly or indirectly (through cookies) collect your IP address, unique identifiers, cookies' ID, as well as other information that relates to your activity through the website, including your actions while accessing the website. We may process this data, under our legitimate interests, for (i) operating, providing, maintaining, protecting, managing, customizing, and improving our website, and how we offer it; and (ii) enhancing your experience with our website. In the event required under applicable law, we will obtain your consent to gather such information.

For the avoidance of doubt, any Non-Personal Data connected or linked to any Personal Data shall be considered as Personal Data for as long as such connection or linkage exists.

Please note that you are not required by law to provide us with any Personal Data and you can always avoid from doing so and object to the processing of certain of your Personal Data.

2. How We Collect Data

The above detailed data is collected as follows:

- a) Automatically – we may use cookies (as elaborated below) or similar tracking technologies to gather some information automatically.
- b) Provided by you voluntarily – we will collect information if and when you choose to provide us with the information, e.g., when you communicate with us, all as detailed in this Policy.

3. Sharing Data with Third Parties

We may share Personal Data solely under the following limited circumstances:

- a) **Compelled Disclosures** - to satisfy any applicable law, regulation, legal process, subpoena, or governmental request, solely to the extent required;
- b) **Enforcement of our Rights** - to enforce this Policy, including the investigation of potential violations thereof, solely to the extent required;
- c) **Security Detections** - to detect, prevent, or otherwise address fraud, security, or technical issues, solely to the extent required;
- d) **Business Transfers and Affiliated Companies** - we may share your information with our other affiliated funds or entities, joint ventures, or other companies that are under common control with Deep Insight (“**Affiliated Companies**”) solely if and when applicable or necessary for the purposes described in this Policy, as well as in the event of a corporate transaction (e.g., sale of a substantial part of our business, merger, consolidation or asset sale). In the event of the above, we will make our best efforts to ensure that our Affiliated Companies or acquiring company assumes the rights and obligations as described in this Policy;
- e) **Third Party Service Providers** – where applicable, to collect, hold or manage your Personal Data through our authorized third-party service providers, as reasonable for our business purposes.
- f) **Explicit Consent** – if you specifically request us to provide a third party with your Personal Data or if you provide us with your explicit approval to share your information before the disclosure.

4. Cookies Policy

We and our third-party service providers may use cookies and other similar tracking technologies to gather, store, and track certain information related to your access of, activity, and interaction with our website and Content, as applicable.

A “cookie” is a small piece of information that a website assigns to your device while you access such website. Cookies are very helpful and may be used for a variety of different

purposes. These purposes include, among other things, allowing you to navigate between pages efficiently, enabling automatic activation of certain features, remembering your preferences, and making the interaction between you and the website quicker, easier and smoother. Cookies are also used to help customize your experience and for advertising purposes (including personalized advertising). You can find out more information about cookies at www.allaboutcookies.org.

In general, several types of cookies may be used on our website including the following:

- a) **Essential, Functionality, Operation & Security Cookies.** These cookies are essential for enabling user movement around the website, for the website and certain features of the platform, as applicable, to function properly, and for security purposes. This category of cookies either cannot be disabled or if disabled, certain features of the website may not work.
- b) **Analytical, Measurement & Performance Cookies.** These cookies are used to collect information about how our website is being used, for example, to assess the number of users who have viewed a certain page as well as their country of origin.
- c) **Targeting & Advertising Cookies.** These cookies may be used to build a profile of your interests and show you personalized content and advertisements.

Third- party cookies used on our website are as follows:

Source	Purpose	Privacy Policy and Opt-Out
Google Analytics	Analytical, Measurement & Performance Cookies, and Advertising.	Please see Google's privacy policy here: https://policies.google.com/privacy?hl=en For information how Google uses information from sites that use its services: www.google.com/policies/privacy/partners Opt-out information is available here: https://policies.google.com/technologies/managing?hl=en https://tools.google.com/dlpage/gaoptout Please note that, Google may use the information collected through our use of Google's cookies, for other purposes, as detailed in its privacy policies.
Google DoubleClick	Targeting & Advertising Cookies	
Youtube.com	Essential, Functionality, Operation & Security Cookies. Targeting & Advertising Cookies	

Cookies Opt-Out

In addition to the above, most browsers will allow you to erase cookies from your computer's hard drive, block acceptance of cookies, or receive a warning before a cookie is stored. You may remove cookies by following the instructions in your device preferences. However, please note that if you choose to disable cookies, some features of our website may not operate properly and your online experience may be limited.

More information about your ability to disable cookies, can be found here (as applicable to your browser): [Google Chrome](#) ; [FireFox](#) ; [Internet Explorer](#) ; [Safari](#) ; [Edge](#) ; [Opera](#)

5. Data Retention

We retain the Personal Data we collect for as long as it remains necessary for the purposes set forth above, all under the applicable regulation, or until you will express your preference to opt-out, where applicable. We may at our sole discretion, rectify or erase information from our systems, without prior notice to you, once we deem it is no longer necessary for such purposes.

6. User Rights

Individuals have certain rights under applicable privacy laws with regards to their Personal Data. Subject to your jurisdiction (and additional conditions), these rights may include might include:

- a) **The right to be informed** –you have the right to be provided with information regarding our data collection and privacy practices, as detailed in this Policy;
- b) **The right to access your Personal Data** – you have the right to request a confirmation from us that we process your Personal Data, and in some cases, be provided with a copy of the Personal Data we process.
- c) **The right of rectification** - you have the right to require to update Personal Data which is not correct;
- d) **The right to the erasure of your Personal Data** – you have the right to require the erasure of certain Personal Data, if specific conditions are satisfied. **This right is not absolute.** We may reject your request under certain circumstances, including where we must retain the data in order to comply with legal obligations or defend against legal claims, etc.;
- e) **The right to restrict the processing of your Personal Data** – you may be entitled to limit the purposes for which we process your Personal Data, if specific conditions are satisfied;
- f) **The right to object to the processing of your Personal Data** – you have the right to object to processing of Personal Data, in the event the basis for processing is our legitimate interests, however, we will be permitted to continue the processing if our legitimate interests override your rights, or when processing is necessary to establish, exercise or defend a legal claim or right, etc.;
- g) **Data portability** – you have the right to have your Personal Data "port" to a third-party;
- h) **The right to file a complaint to a supervisory authority;** and

- i) **The right to withdraw your consent** – when the lawful basis for the processing of your Personal Data is your consent.

If you wish to exercise any or all of the above rights, please contact us at: office@deepinsight.co.il.

Subject to the applicable regulation, where we are not able to provide you with the information for which you have required, or to the extent you have required, whatever that reason might be, we will endeavor to explain the reasoning for this and inform you of your rights. We reserve the right to ask for reasonable evidence to verify your identity before we provide you with any such information. Please note that in the event you have asked us to exercise your data rights herein, we will respond to your request within the timeframes set forth under in applicable regulation.

7. Security & Data Transfer

We take great care in implementing physical, technical, and administrative security measures that we believe comply with applicable regulation and industry standards to prevent your information from being accessed without the proper authorization, improperly used or disclosed, unlawfully destructed, or accidentally lost. You need to remember, however, that unfortunately, the transmission of information via the internet cannot be 100% secure. As such, although we will do our best to protect your Personal Data, we cannot guarantee the full security of data transmitted via our website, and any transmission of your data shall be done at your own risk.

Note that, your Personal Data might be processed in other territories outside your jurisdiction. We will take appropriate measures to ensure that your Personal Data receives an adequate level of data protection upon its transfer, in accordance with applicable law. You may exercise your rights, where applicable, to receive information on such transfer mechanism.

8. Amendments

We reserve the right to periodically amend or revise this Policy which will be effective immediately upon the implementation of the revised Policy on our website. The last revision date will be reflected in the "Last update" heading located at the top of the Policy. We will make a reasonable effort to post notification in the event that we implement any changes that substantially change our privacy practices. We recommend that you review this Policy periodically to ensure that you understand our privacy practices and to check for any amendments.

9. Protecting Children

Our website is not directed nor is it intended for use by children under the age of sixteen (16) and we do not knowingly process a child's information. We will immediately discard any information that we receive from a user that is considered a child" upon our discovery that such a user shared information with us. If you are under the age of eighteen (18), please be sure to read the terms of this Policy carefully with your parents or other legal guardians.

Please contact us at: office@deepinsight.co.il if you have reason to believe that a child has shared any information with us.

10. Contact us

If you have any questions about this Policy, please contact us at:

Deep Insight Limited Partnership

3 Arik Einstein St.

Herzliya, Israel.

You can also contact us via email to: office@deepinsight.co.il