

Privacy Statement

Last revised: January 15, 2020

This website (the “**Website**”) is operated by TavTech Ltd. (“**TavTech**”), with its registered office Ha'azmout 40, Yehud, Israel. TavTech respects the privacy of visitors to this Website and other persons with whom we interact (“**you**” or “**Data Subjects**”) as detailed herein below. TavTech created this Privacy Statement to provide you with information about our practices regarding the collection, use, and disclosure of information about Data Subjects.

This Privacy Statement applies to information collected on this Website or otherwise in connection with the use of the Website and/or the provision of our Products (as defined in TavTech’s Terms of Use) (“**TavTech Products**”). If you are only viewing this Website and do not intend on actively submitting information to TavTech, please note that some of the provisions below may not apply to you. We made our best efforts to provide you with clear information relating to the aggregation and use of your information, however, please contact us if you require any further clarification.

Please read this Privacy Statement carefully. By using this Website or otherwise proceeding with your interaction with the TavTech after been referred to this Privacy Statement, you hereby acknowledge that you understand and agree (where such agreement is requested or required under the applicable law) to the terms of this Privacy Statement.

TavTech will occasionally update this Privacy Statement to reflect company and Data Subjects’ feedback as well as following any legal or regulatory requirements. You shall be bound by any such revisions and therefore responsible for periodically reviewing this Privacy Statement to be informed of how your information is being handled.

1. COLLECTION OF YOUR INFORMATION

1.1 Personal Information:

TavTech, and/or any of our distributors, business partners etc. may receive and collect information that you may submit on the Website’s “Contact” page. Such information shall include Personal information, such as your e-mail address, full name, telephone number, country and any other information you willingly submit under the “comment” field. You hereby acknowledge that you are personally liable for any information you submit on the Website and warrant and represent that all such information is true and reliable.

The purpose of collecting this information is, among others, to:

- deliver TavTech Products to you pursuant to your request;
- interact with you and provide or procure responses for comments, questions and requests if submitted by you on the Website otherwise made;

- operate the Website;
- efficiently market and sell the Products, including by categorizing and classifying Data Subjects in order to personalize our Products and advertising to, and interaction with, such persons;
- ensure that we can provide you the Products, engage in transactions and perform our obligations and exercise our rights under contracts with you, in your jurisdiction;
- efficiently manage our business correspondents; and
- otherwise fulfill legitimate business purposes.

In addition to personal information, you submit on the Website, TavTech may also save you IP address in order to fulfill the purposes above or any part thereof.

1.2 Non-Personal Information:

Tavtech may collect non-personal information about you, including, but not limited to, the following:

- Information about TavTech Products which you have reviewed, were interested in, requested a quote for or purchased, and our interactions with you;
- When you visit the Website, cookies that are used to collect technical information about the TavTech Products that you use, and how you use them. For more information on the cookies used by TavTech, please see the section “Use of Cookies” below;
- Where applicable, we may receive or collect the above and/or other information from third parties such as our web and analytical services providers; If you have been contacted by us without having provided your contact information to us, we may have lawfully obtained the above and/or other information from other third parties such as “yellow pages” or other publicly available registries, referrals, data suppliers, or our distributors or business partners that may identify you as a lead or potential client.

1.3 Collection of Anonymised Data through the Website:

TavTech collects, *via* the Website, anonymous information, such as information about your computer hardware and software that is automatically collected by the Website, including, but not limited to, browser type, domain names, access times and referring Website addresses. This information is used by TavTech for the operation of TavTech Products and applicable services, to maintain quality of TavTech Products and applicable services, and to provide general statistics regarding use of the Website.

1.4 Explicit Consent

You have given explicit consent in writing to the aggregation and sharing of your information (and, for that purpose, if such data is provided by you through the Website, then your submission of the respective comment in the Website will constitute “explicit consent” in writing).

1.5 Information Shared with Third Parties

In addition, TavTech may share data with trusted partners and service providers for some or all of the purposes described above, including without limitation to help us advertise and market our products and services, perform statistical analysis, surveys, campaigns, send email or postal mail, provide customer support, host databases, provide contact platforms, provide project management tools, process payments or arrange for deliveries and provide financial and legal advice and services. In addition, TavTech may refer questions submitted on the Website to third parties such as local distributors, for response. All such third parties are or will be prohibited from using your personal information except to provide these services to TavTech, and they are required to maintain the confidentiality of your information.

We may also share personal and non-personal information with third parties for the following purposes:

- due diligence purposes conducted by third-party for the purpose of a potential acquisition; and
- if required by any competent authority for legal, tax and financial reasons and pursuant to any applicable law.

2. USE AND DISCLOSURE OF NON-PERSONAL INFORMATION

TavTech will not treat as confidential any information that you provide that is not personally identifiable, such as questions, comments, ideas, or suggestions (“**Feedback**”). You should be aware that TavTech will be free to disclose your Feedback through any means and use for any purpose in its sole discretion. By providing your Feedback to TavTech, you understand and agree that no relationship has been created between TavTech and yourself, and TavTech has no obligation to you whatsoever regarding your Feedback. Where such communications are personally identifiable, they will be treated in accordance with Section 1 above. For additional information relating to Feedback, please review the Terms of Use.

3. USE OF COOKIES

3.1 General

The Website uses “cookies”. A cookie is a small piece of data transferred to your browser by a web server, while the user is browsing. It is used to enable websites to improve user experience or to provide information to the owners of a website, or other third parties which receive data obtained from that website. When you visit any web site, it may store or retrieve information on your browser, mostly in the form of cookies. This information might be about you, your preferences or your device. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you and can only be read by a webserver in the domain that issued the cookie to you.

The cookie will remain in the cookies file of your browser after the closing of the browser, and will be reactivated when the Website is reopened, unless removed. You may delete the cookie at any time.

3.2 Purposes

One of the primary purposes of cookies is to help you personalize your online experience and provide a convenience feature to save you time. The purpose of a cookie is to tell the webserver that you have returned to a specific page. For example, if you personalize the Website pages, a cookie helps the Website to recall your specific information on subsequent visits. When you return to the Website, the information you previously provided can be retrieved, so you can easily use the Website's features that you customized.

Another primary purposes of cookies includes the tracking of Website usage and collecting and recording information about visitors and their use of the Website. This helps us improve the way the Website works, identify what our users are interested in, and assess the effectiveness of our content by providing statistics and data relating to Website use.

3.3 Controlling Cookies

The ability to accept or decline cookies is yours. The instructions for removing cookies from your computer or mobile device depend on the operating system and web browser you use. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the interactive features of the Website. For more information about cookies, including how to set your internet browser to reject cookies, please go to www.allaboutcookies.org.

3.4 Third Party Cookies

We use the following third party systems that rely on use of cookies data. Please note that the kind of cookies and the consequent data processing carried out by such third parties are regulated by their privacy policy:

- 3.4.1 Google Analytics** - This Website uses Google Analytics to analyse the use of this Website. Google Analytics uses cookies, to collect standard Internet log information and visitor behavior information in an anonymous form. The information generated by the cookie about your use of the Website (including IP address) is transmitted to Google. This information is then used to evaluate user's visits to the Website and to compile statistical reports on Website activity.

Google's privacy policy is available at: <http://www.google.com/privacypolicy.html>.

You can opt-out from Google Analytics using currently available method available at <https://tools.google.com/dlpage/gaoptout/>.

3.4.2 Display advertising (remarketing) - This Website uses Google Display Advertising to reflect your interests across the web (remarketing). To determine your interests, Google will track your behaviour across the web using cookies.

You can view, delete or add interest categories associated with your browser using Google's Ads Preference Manager, available at: <http://www.google.com/ads/preferences/>.

However, this opt-out mechanism uses a cookie, and if you clear the cookies from your browser your opt-out will not be maintained. To ensure that an opt-out is maintained regarding a particular browser, you should use the Google browser plug-in available at: <http://www.google.com/ads/preferences/plugin>.

3.4.3 Hubspot– This Website uses Hubspot cookies for certain functional purposes as well as for tracking sessions and activity on the Website. For information on Hubspot cookies you may visit: https://knowledge.hubspot.com/articles/kcs_article/reports/what-cookies-does-hubspot-set-in-a-visitor-s-browser.

3.4.4 Hotjar web analytics - This Website uses Hotjar web analytics service. Hotjar may record mouse clicks, mouse movements and scrolling activity where we use this information to improve user experience. Hotjar collects information regarding pages visited, actions taken, country, device used, operating system, and browser used. Hotjar does not collect personal information that you do not voluntarily enter in this Website. Hotjar does not track your browsing habits across websites which do not use Hotjar services.

For more information about cookies used by Hotjar you may visit: <https://www.hotjar.com/legal/policies/cookie-information>.

If you want to opt-out from Hotjar, you can turn it off with a “do not track” header or visit <https://www.hotjar.com/legal/compliance/opt-out>.

We use some but not all of the cookies listed in the above link.

3.4.5 Social Media – When and to the extent we perform advertising campaigns on Facebook, LinkedIn, twitter, Instagram and Pinterest, we use cookies provided by such websites for some or all of the purposes described above.

For additional information relating to Facebook, you may visit: <https://www.facebook.com/policies/cookies/>;

For additional information relating to LinkedIn, you may visit: <https://www.linkedin.com/legal/cookie-policy>;

For additional information relating to twitter, you may visit: <https://help.twitter.com/en/rules-and-policies/twitter-cookies>;

For additional information relating to Instagram, you may visit: <https://help.instagram.com/1896641480634370?ref=ig>

For additional information relating to Pinterest, you may visit: <https://policy.pinterest.com/en/cookies>.

4. CONTACT INFORMATION

TavTech welcomes your comments and questions regarding this Privacy Statement, including for updating or correcting information you provided us through the “Contact” page on the Website. If you believe that the Website has not adhered to this Privacy Statement or if you would like further information on the collection, use, disclosure, transfer or processing of your information or the exercise of any of the rights listed above, please address questions, comments and requests to privacy@TavTech.com. We will use commercially reasonable efforts to promptly determine and remedy the problem.