

ADDIONICS PRIVACY POLICY

Last Updated: March 29, 2021

In order to ensure transparency and give you more control over your personal information, this privacy policy (“**Privacy Policy**”) governs how we, Addionics Ltd. and its affiliates (together, “**Addionics**” “**we**”, “**our**” or “**us**”) use, collect and store personal data we collect or receive from or about you (“**you**”) such as in the following use cases:

- (i) When you browse or visit our website, www.addionics.com (“**Website**”)
- (ii) When you make use of, or interact with, our Website
 - a. When you contact us
 - b. When you subscribe to our newsletters / blogs
 - c. When we process your job application
- (iii) When you attend a marketing event and/or we exchange business cards and you provide us with your Personal Data
- (iv) When we acquire your personal data from third party sources (such as lead generation companies)
- (v) When we use the Personal Data of service providers (e.g. contact details)
- (i) When you interact with us on our social media profiles (e.g., LinkedIn, Twitter)
- (ii) When you join our online meetings, conference calls and webinars

We greatly respect your privacy, which is why we make every effort to provide a platform that would live up to the highest of user privacy standards. “**Personal Data**” or “**Personal Information**” means any information that can be used, alone or together with other data, to uniquely identify any living human being. Please note that this is a master privacy policy and some of its provisions only apply to individuals in certain jurisdictions. **Important note:** Nothing in this Privacy Policy is intended to limit in any way your statutory rights, including your rights to a remedy or means of enforcement.

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This Privacy Policy can be updated from time to time and, therefore, we ask you to check back periodically for the latest version of this Privacy Policy. If we implement significant changes to the use of your personal data in a manner different from that stated at the time of collection, we will notify you by posting a notice on our Website or by other means.

1. WHAT INFORMATION WE COLLECT, WHY WE COLLECT IT, AND HOW IT IS USED

Specific personal data we collect	Why is the personal data collected and for what purposes?	Legal basis (GDPR only, if applicable)	Third parties with whom we share your Personal Data	Consequences of not providing the personal data
<i>When you browse or visit our Website</i>				
Cookies, analytic tools and log files. For more information, please read our cookies policy. For more information, please read our cookies policy [link for the Cookies policy soon to be added]	<ul style="list-style-type: none"> • To analyze, support and improve our Website • For marketing purposes 	Consent Legitimate interest (e.g. essential cookies)	3rd party platforms such as for the following purposes: <ul style="list-style-type: none"> • Google (analytics) • HubSpot (marketing) • Wix (analytics) • LinkedIn (marketing) • Facebook (marketing) 	Certain Website features may not be available Read more about the purposes of each cookie here [link for the Cookies policy soon to be added]
<i>When you make use of, or interact with, our Website</i>				
<i>When you contact us</i>				
<ul style="list-style-type: none"> • Full name • E-mail address • Company name • Title • Industry • Any other data you decide to provide/ supply us with 	<ul style="list-style-type: none"> • To process and answer questions • To negotiate a potential collaboration 	Processing is necessary in order to take steps at the request of the data subject in order to enter into a contract Legitimate interest (e.g. to provide you with our services)	3rd party platforms such as: <ul style="list-style-type: none"> • HubSpot (CRM) • Google (cloud) 	Cannot answer your questions Cannot negotiate a potential collaboration

<ul style="list-style-type: none"> • Full name • E-mail address 	<ul style="list-style-type: none"> • To send you marketing communications 	<p>Consent</p>	<p>3rd party platforms such as:</p> <ul style="list-style-type: none"> • HubSpot (marketing) 	<p>Cannot send you marketing communications</p>
<p>When you subscribe to our newsletters / blogs</p>				
<ul style="list-style-type: none"> • Full name • E-mail address • Company name • Title • Industry • Any other data you decide to provide/supply us with 	<ul style="list-style-type: none"> • To send you marketing communications • To send you more information about Addionics • To send you Addionics' updates, case studies, and other materials 	<p>Consent</p>	<p>3rd party platforms such as:</p> <ul style="list-style-type: none"> • HubSpot (marketing) 	<p>Cannot send you marketing communications</p> <p>Cannot send you more information about Addionics</p> <p>Cannot send you Addionics' updates, case studies, and other materials</p>
<p>When we process your job application</p>				
<ul style="list-style-type: none"> • Full name • E-mail address • Phone number • CV and cover letter • Any other data you decide to provide/supply us with 	<ul style="list-style-type: none"> • To process your job application • To assess the candidate 	<p>Processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract</p> <p>Legitimate interest (e.g. to assess a candidate)</p>	<p>3rd party platforms such as:</p> <ul style="list-style-type: none"> • Google (cloud) 	<p>Cannot process your job application</p> <p>Cannot assess your suitability as a candidate</p>
<p>When you attend a marketing event and/or we exchange business cards and you provide us with your Personal Data</p>				
<ul style="list-style-type: none"> • Full name • Company name • E-mail address • Phone number • Any other data you decide to provide/supply us with 	<ul style="list-style-type: none"> • To establish a business connection • To send you marketing communications 	<p>Consent</p> <p>Legitimate interest (e.g. send you more information about Addionics)</p>	<p>3rd party platforms such as:</p> <ul style="list-style-type: none"> • HubSpot (CRM) • Google (cloud) 	<p>Cannot establish a business connection</p> <p>Cannot send you marketing communications</p>
<p>When we acquire your personal data from third party sources (such as lead generation companies)</p>				
<ul style="list-style-type: none"> • Contact details 	<ul style="list-style-type: none"> • To establish a first business connection • To send you marketing communications 	<p>Depending on the context, legitimate interest (B2B marketing), pre-contractual discussions or consent</p>	<p>3rd party platforms such as:</p> <ul style="list-style-type: none"> • HubSpot (CRM) • Google (cloud) 	<p>Cannot establish a business connection</p> <p>Cannot send you marketing communications</p>
<p>When we use the Personal Data of service providers (e.g. contact details)</p>				
<ul style="list-style-type: none"> • Full name • Company name • Title • Any other data you decide to provide/supply us with 	<ul style="list-style-type: none"> • To contact our service providers and suppliers • To perform the applicable agreement 	<p>Processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract.</p> <p>Legitimate interest (e.g. perform the contract, send contract-related communications)</p>	<p>3rd party platforms such as:</p> <ul style="list-style-type: none"> • HubSpot (CRM) • Google (cloud) 	<p>Cannot contact our service providers and suppliers</p> <p>Cannot perform the applicable agreement</p>
<p>When you interact with us on our social media profiles (e.g., LinkedIn)</p>				

<ul style="list-style-type: none"> • Full name • Any other data you decide to provide/supply us with 	<ul style="list-style-type: none"> • To reply and/or respond to your request or question • To establish a first business connection/discussion 	<p>Depending on the context, legitimate interest (B2B marketing), pre-contractual discussions or consent</p>	<p>3rd party platforms such as:</p> <ul style="list-style-type: none"> • HubSpot (CRM) • Google (cloud) 	<p>Cannot reply or respond to your request</p> <p>Cannot establish a business connection</p>
<p>When you join our online meetings, conference calls and webinars</p>				
<ul style="list-style-type: none"> • Full name • Phone number • E-mail address • Company name • Participant IP addresses • Device/hardware information • Any other information that the user may keep as part of the log-in process to the webinar, to the extent that it includes Personal Data 	<ul style="list-style-type: none"> • To allow you to participate in the webinar 	<p>Processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract.</p> <p>Legitimate interest (e.g. to allow you to participate in the webinar)</p>	<p>3rd party platforms such as:</p> <ul style="list-style-type: none"> • HubSpot (CRM) • Google (cloud) 	<p>Cannot allow you to participate in the webinar</p>
<ul style="list-style-type: none"> • Full name • Phone number • E-mail address • Company name 	<ul style="list-style-type: none"> • To send marketing communications • To establish a first business connection/discussion • To send you Addionics' updates, case studies, and other materials 	<p>Consent</p> <p>Legitimate interest (e.g. to send you more information about Addionics)</p>	<p>3rd party platforms such as:</p> <ul style="list-style-type: none"> • HubSpot (CRM) <p>Other third parties that may participate in organizing the webinar. In such case you will be informed and your consent will be obtained in order to share your Personal Information with such third parties</p>	<p>Cannot send marketing communications</p> <p>Cannot establish a first business connection/discussion</p> <p>Cannot send you Addionics updates, case studies, and other materials</p>

Finally, please note that some of the abovementioned personal data will be used for detecting, taking steps to prevent, and prosecution of fraud or other illegal activity, to identify and repair errors, to conduct audits, and for security purposes. Personal Data may also be used to comply with applicable laws, with investigations performed by the relevant authorities, law enforcement purposes, and/or to exercise or defend legal claims. In certain cases, we may or will anonymize or de-identify your personal data. "Anonymous Information" means information which does not enable identification of an individual user, such as aggregated information about the use of our services. We may use Anonymous Information and/or disclose it to third parties without restrictions (for example, in order to improve our services and enhance your experience with them).

2. HOW WE PROTECT AND RETAIN YOUR INFORMATION

- **Security.** We have implemented appropriate technical, organizational and security measures designed to protect your personal data. However, please note that we cannot guarantee that the information will not be compromised as a result of unauthorized penetration to our servers. As the security of information depends in part on the security of the computer, device or network you use to communicate with us and the security you use to protect your user IDs and passwords, please make sure to take appropriate measures to protect this information.
- **Retention of your personal data.** In addition to the retention periods mentioned above, in some circumstances we may store your personal data for longer periods of time, for example (i) where we are required to do so in accordance with legal, regulatory, tax or accounting requirements, or (ii) for us to have an accurate record of your dealings with us in the event of any complaints or challenges, or (iii) if we reasonably believe there is a prospect of litigation relating to your personal data or dealings. We have an internal data retention policy to ensure that we do not retain your personal data perpetually. Regarding retention of cookies, you can read more in our cookie policy [link for the Cookies policy soon to be added.*]

3. HOW WE SHARE YOUR PERSONAL DATA

In addition to the recipients described above, we may share your Personal Data as follows:

- With our business partners with whom we jointly offer products or services. We may also share Personal Data with our affiliated companies.
- To the extent necessary, with regulators, courts or competent authorities, to comply with applicable laws, regulations and rules (including, without limitation, federal, state or local laws), and requests of law enforcement, regulatory and other governmental agencies or if required to do so by court order;
- If, in the future, we sell or transfer, or we consider selling or transferring, some or all of our business, shares or assets to a third party, we will disclose your personal data to such third party (whether actual or potential) in connection with the foregoing events;
- In the event that we are acquired by, or merged with, a third party entity, or in the event of bankruptcy or a comparable event, we reserve the right to transfer, disclose or assign your personal data in connection with the foregoing events; and/or
- Where you have provided your consent to us sharing or transferring your personal data (e.g., where you provide us with marketing consents or opt-in to optional additional services or functionality).

If you want to receive the list of the current recipients of your personal data, please make your request by contacting us to info@addionics.com.

4. ADDITIONAL INFORMATION REGARDING TRANSFERS OF PERSONAL DATA

- **Storage:** HubSpot, Google and Wix.
- **Access from UK:** No transfer mechanism is required at the meantime.
- **Access from Israel:** Access from Israel is covered by the European Commission's Adequacy Decision regarding Israel. You can read more here: https://ec.europa.eu/info/law/law-topic/data-protection/data-transfers-outside-eu/adequacy-protection-personal-data-non-eu-countries_en.
- **Internal transfers:** Transfers within the Addionics group will be covered by an internal processing agreement entered into by members of the Addionics group (an intra-group agreement) which contractually obliges each member to ensure that personal data receives an adequate and consistent level of protection wherever it is transferred to.
- **External transfers:** Where we transfer your personal data outside of EU/EEA (for example to third parties who provide us with services), we will obtain contractual commitments from them to protect your personal data.

5. YOUR PRIVACY RIGHTS.

- **Rights:** The following rights (which may be subject to certain exemptions or derogations) shall apply to certain individuals (some of which only apply to individuals protected by the GDPR):
 - You have a right to access personal data held about you. Your right of access may normally be exercised free of charge, however we reserve the right to charge an appropriate administrative fee where permitted by applicable law;
 - You have the right to request that we rectify any personal data we hold that is inaccurate or misleading;
 - You have the right to request the erasure/deletion of your personal data (e.g. from our records). Please note that there may be circumstances in which we are required to retain your personal data, for example for the establishment, exercise or defense of legal claims;
 - You have the right to object, to or to request restriction, of the processing;
 - You have the right to data portability. This means that you may have the right to receive your personal data in a structured, commonly used and machine-readable format, and that you have the right to transmit that data to another controller;
 - You have the right to object to profiling;
 - You have the right to withdraw your consent at any time. Please note that there may be circumstances in which we are entitled to continue processing your data, in particular if the processing is required to meet our legal and regulatory obligations. Also, please note that the withdrawal of consent shall not affect the lawfulness of processing based on consent before its withdrawal;
 - You also have a right to request certain details of the basis on which your personal data is transferred outside the European Economic Area, but data transfer agreements and/or other details may need to be partially redacted for reasons of commercial confidentiality;
 - You have a right to lodge a complaint with your local data protection supervisory authority (i.e., your place of habitual residence, place or work or place of alleged infringement) at any time or before the relevant institutions in your place of residence. We ask that you please attempt to resolve any issues with us before you contact your local supervisory authority and/or relevant institution.

You can exercise your rights by contacting us at info@addionics.com. Subject to legal and other permissible considerations, we will make every reasonable effort to honor your request promptly in accordance with applicable law or inform you if we require further information in order to fulfil your request. When processing your request, we may ask you for additional information to confirm or verify your identity and for security purposes, before processing and/or honoring your request. We reserve the right to charge a fee where permitted by law, for instance if your request is manifestly unfounded or excessive. In the event that your request would adversely affect the rights and freedoms of others (for example, would impact the duty of confidentiality we owe to others) or if we are legally entitled to deal with your request in a different way than initially requested, we will address your request to the maximum extent possible, all in accordance with applicable law.

6. USE BY CHILDREN

We do not offer our products or services for use by children and, therefore, we do not knowingly collect personal data from, and/or about children under the age of eighteen (18). If you are under the age of eighteen (18), do not provide any personal data to us. For the purposes of the GDPR, we do not intend to *offer information society services directly to children*. In the event that we become aware that you provide personal data in violation of applicable privacy laws, we reserve the right to delete it. If you believe that we might have any such information, please contact us at info@addionics.com.

7. INTERACTION WITH THIRD PARTY PRODUCTS

We enable you to interact with third party websites, mobile software applications and products or services that are not owned or controlled by us (each a "**Third Party Service**"). We are not responsible for the privacy practices or the content of such Third Party Services. Please be aware that Third Party Services may collect Personal Data from you. Accordingly, we encourage you to read the terms and conditions and privacy policies of each Third Party Service.

LOG FILES .8

We use log files. The information inside the log files includes internet protocol (IP) addresses, type of browser, Internet Service Provider (ISP), date/time stamp, referring/exit pages, clicked pages and any other information your browser may send to us. We use such information to analyze trends, administer the Website, track users' movement around the Website, and gather demographic information.

ANALYTIC TOOLS .9

Google Analytics. The Website uses a tool called "**Google Analytics**" to collect information about use of the Website. Google Analytics collects information such as how often users visit this Website, what pages they visit when they do so, and what other websites they used prior to coming to this Website. We use the information we get from Google Analytics to maintain and improve the Website and our products. We do not combine the information collected through the use of Google Analytics with personal information we collect. Google's ability to use and share information collected by Google Analytics about your visits to this Website is restricted by the Google Analytics Terms of Service, available at <https://marketingplatform.google.com/about/analytics/terms/us/>, and the Google Privacy Policy, available at <http://www.google.com/policies/privacy/>. You may learn more about how Google collects and processes data specifically in connection with Google Analytics at <http://www.google.com/policies/privacy/partners/>. You may prevent your data from being used by Google Analytics by downloading and installing the Google Analytics Opt-out Browser Add-on, available at <https://tools.google.com/dlpage/gaoptout>.

Hotjar. The Website uses Hotjar in order to better understand our users' needs and to optimize this service and experience. Hotjar is a technology service that helps us better understand our users experience (e.g. how much time they spend on which pages, which links they choose to click, what users do and don't like, etc.) and this enables us to build and maintain our service with user feedback. Hotjar uses cookies and other technologies to collect data on our users' behavior and their devices (in particular device's IP address (captured and stored only in anonymized form), device screen size, device type (unique device identifiers), browser information, geographic location (country only), preferred language used to display our Website). Hotjar stores this information in a pseudonymized user profile. Neither Hotjar nor we will ever use this information to identify individual users or to match it with further data on an individual user. For further details, please see Hotjar's privacy policy at <https://www.hotjar.com/legal/policies/privacy>. You can opt-out to the creation of a user profile, Hotjar's storing of data about your usage of our Website and Hotjar's use of tracking cookies on other websites on this link <https://www.hotjar.com/legal/compliance/opt-out>.

We reserve the right to remove or add new analytic tools.

10. CONTACT US

If you have any questions, concerns or complaints regarding our compliance with this notice and the data protection laws, or if you wish to exercise your rights, we encourage you to first contact us at: info@addionics.com.