

## **Privacy Policy of iCreate Internet Campaigns Management Ltd**

iCreate Internet Campaigns Management Ltd. (“iCreate”, “we”, “us”, or “our”) takes your privacy seriously, and this Privacy Policy describes how we collect and use information relating to the Website and Services. By using the Services (including continued use following any update to this Privacy Policy) and visiting the Website, You accept the terms of this Privacy Policy. Capitalized terms not defined in this Privacy Policy have the meaning ascribed to them in iCreate’s End User License Agreement, found at [https://icreate-campaign.com/admin/Content/Terms\\_of\\_Service.pdf](https://icreate-campaign.com/admin/Content/Terms_of_Service.pdf)

השתנה קוד שדה

**Personal Identifiable Information.** We process and collect personal identifiable information provided by You for the purpose of providing, managing and controlling our Services to You, including to perform our duties and obligations to You under the Agreement. Personal identifiable information includes analytics data regarding the use of our Website and Services, which includes tracking technologies and Third Party Services (see below), which collect log data, for example, internet protocol (IP) address, operating system, and technical data transmitted by the device that You are using such as your browser type (and information it sends whenever You visit a website), browser signature, Cookie data, device type, the content You have interacted with, the date and time of Your accessing the Services, directing URLs and general or precise geographic location information. We take reasonable steps to secure Your Data and personal identifiable information. We encrypt transmission of data on pages where You provide payment information and use technical and physical security measures for the Services to help us prevent Your Data and personal identifiable information from being unlawfully accessed, disclosed or disseminated. However, no security or encryption method via the internet can be guaranteed to protect information from hackers or human error. To operate the Services, and in addition to sharing Your personal identifiable information to Third Party Service providers as further described in the Agreement, we also may make personal identifiable information and non-personal information available to third parties in these limited circumstances: (a) with your express consent, (b) when we have a good faith belief it is required to comply with applicable law, a legal or regulatory requirement (c) when we have a good faith belief it is necessary to protect our interests, rights, property and/or Services or Your interests or the interest of others (d) to any successor or purchaser in a merger, acquisition, liquidation, dissolution or sale of our assets or similar event. Your consent will not be required for disclosure in these cases, but we will attempt to notify you, to the extent permitted by law to do so.

**Non-Personal Information.** We process and collect non-personal information about the use of our Services and Website for the purpose of ensuring technical functionality, protecting and further developing our Services, including new features and capabilities, and understanding how users engage with our Services. Non-personal information includes any accessed and viewed web pages, interaction with content and any displayed materials, and other technical information regarding the usage and access to our Services and Application. We may share non-personal information, including aggregated, statistical, and anonymized information for any lawful and legitimate business purposes without limitation.

**Cookies and Unique Identifiers.** We use technologies like Cookies (of all types) which are small amounts of data transferred to Your web browser by a web server and used to collect and store information about a user, including web beacons, or unique device identifiers to identify Your computer or device so we can deliver a better experience for the purpose of protecting, operating and further developing our Services and Website. Removing, disabling or blocking Cookies on Your browser might have an effect on your user experience and certain aspects and/or features of the Services and/or Application may be unavailable to You. By using the Services and visiting the Website, You accept iCreate’s use of Cookies, including without limitation, third party Cookies that we may choose for any purpose. You agree that you are responsible for adhering to all applicable laws and regulations requiring that Cookie use must be

disclosed, and that we disclaim all liability thereof. **We use Cookies and other technologies and tools for marketing or targeting purposes.**

**Third Party Services.** Except as otherwise provided under the terms set forth in the Agreement and this Privacy Policy, including sharing personal identifiable information with Third Party Services in connection with the provision of the Services to You, we will not sell, trade or rent your personal information for any other purpose. The Third Party Service providers we share Your personal identifiable information with to provide You with our Services, include, among others, the companies listed below. You are encouraged to review their terms and conditions, including their privacy policies, which will apply to You with respect to their services, including what data and information such Third Party Services might collect and use from You.

**PayCall** – We use PayCall for managing virtual numbers. To review PayCall's terms of use, please visit <https://www.paycall.co.il/en/terms-of-service/> For more information about how PayCall collects and processes Your personal identifiable information, please visit <https://www.paycall.co.il/en/privacy/>

**Publicators** – We use Publicators for our email marketing support. To review Publicator's terms of use and how they collect and process Your personal Identifiable information, please visit <https://www.publicators.com/PrivacyAndTerms>

**Transfer of Data and Retention.** Your Data and information we collect may be stored or processed on servers and computers located in any country where we do business. Third Party Service providers may keep Your Data and Personal Identifiable information in various countries where we do not do business. The transfer of information is required in order for us to provide You with our Services, and Your consent to this Privacy Policy means that you explicitly consent to such data transfer. We will retain Your Data and information as long as You are a user of our Services. In addition, we may retain Your data indefinitely or as required by applicable law. Non personal information, including statistical, or anonymized information is retained without any time limitation.

If you have any questions or concerns about our Privacy Policy, please contact us at:

iCreate Internet Campaigns Management Ltd.  
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7 Mezada St. (Beser 4)  
Bnei-Brack, Israel

This Privacy Policy was last updated on 29.5.2022 and may be updated and amended from time to time, with or without notice to You.