

Privacy Notice

We at Shopic Technologies Ltd. ("**Shopic**", "**us**", "**we**", or "**our**") recognize and respect the importance of maintaining the privacy of our customers. This Privacy Notice describes the types of information we collect from you when you visit our website ("**Site**") and/or use the services available thereon ("**Services**"). This Privacy Notice also explains how we process, transfer, store and disclose the information collected, as well as your ability to control certain uses of the collected information. "**You**" means any visitor to the Site.

If you are an individual located in the European Union ("**EU Individual**"), some additional terms and rights may apply to you, as detailed herein. Shopic is the data controller in respect of the processing activities outlined in this Privacy Notice. Our registered office is Menachem Begin Road 156, Tel Aviv – Yafo, Israel 6492108 and our registration number is 515212629.

We value your privacy and your rights as a data subject and have therefore appointed Prighter Group with its local partners as our privacy representative and your point of contact. Prighter gives you an easy way to exercise your privacy-related rights (e.g. requests to access or erase personal data). If you want to contact us via our representative Prighter or make use of your data subject rights, please visit the following website. <https://prighter.com/q/19743258135>.

"**Personal Data**" means any information that refers, is related to, or is associated with an identified or identifiable individual or as otherwise may be defined by applicable law. This Privacy Notice details which Personal Data is collected by us in connection with provision of the Site and Services.

Privacy Notice Key Points

The key points listed below are presented in further detail throughout this Privacy Notice. You can click on the headers in this section in order to find out more information about any topic. These key points do not substitute the full Privacy Notice.

1. **[Personal Data We Collect, Uses and Legal Basis](#)**. We collect certain Personal Data that you provide to us including contact information or your CV. We also collect certain Personal Data automatically when you use the Site and/or Services. We use your Personal Data for various reasons, including to provide you with the Site and Services and improve our Services. These processing activities are based on different legal bases including performance of a contract and our legitimate interests.
2. **[Additional Uses](#)**. We may compile statistical information based on anonymous and aggregated data we collect in order to help us understand customer needs.
- 3.
4. **[Sharing the Personal Data We Collect](#)**. We share the Personal Data we collect with our service providers and subcontractors who assist us in the operation of the Site and process the information on our behalf and under our instructions.
5. **[International Transfer](#)**. Some of our service providers, subcontractors, or affiliates who have access to your Personal Data are located in countries other than your own. We will ensure that we have agreements in place with such parties that ensure a similar level of privacy and data protection as set forth in this Privacy Notice.
6. **[Security](#)**. We implement measures aimed at protecting your Personal Data, but they do not provide absolute information security. Such measures include physical, electronic, and procedural safeguards (such as secure servers, firewalls, and SSL encryption), access

- control, and other internal security policies.
7. **[Your Rights - How to Access and Limit Our Use of Certain Personal Data](#)**. Subject to applicable law and in addition to other rights as set forth below, you may have a right to access, update, delete, and/or obtain a copy of the Personal Data we have collected about you.
 8. **[Data Retention](#)**. We retain Personal Data for as long as necessary for the purposes set forth in this Privacy Notice. We consider a number of different factors when determining the appropriate retention periods.
 9. **[Cookies and Similar Technologies](#)**. We use cookies and similar technologies to help personalize your experience by helping save your settings and customizations across visits. You can adjust your settings to determine which cookies are allowed, though this may affect the Services.
 10. **[Third-Party Application and Services](#)**. All use of third-party applications or services is at your own risk and subject to such third party's privacy policies.
 11. **[Error! Reference source not found.](#)**. We may send you e-mail or other messages about us or our Services. You will have the opportunity to opt-out of receiving certain messages that are not service-related.
 12. **[Children](#)**. We do not knowingly collect Personal Data from children under the age of sixteen (16).
 13. **[Changes to the Privacy Notice](#)**. We may change this Privacy Notice from time to time and shall notify you of any material changes by indicating on the Site that the Privacy Notice has been amended and by publishing an updated Privacy Notice on the Site.
 14. **[Comments and Questions](#)**. If you have any comments or questions about this Privacy Notice, or if you wish to exercise your legal rights with respect to your Personal Data, please contact us at info@shopic.co.

1. **[Personal Data We Collect, Uses and Legal Basis](#)**. Depending on your usage, we collect different types of data and we and any of our third-party sub-contractors and service providers use the data we collect for different purposes, as specified below. It is your voluntary decision whether to provide us with certain Personal Data, but if you refuse to provide such Personal Data we may not be able to provide you with the Services or part thereof.

- 1.1. **Contact Information** - When you request information or a demo from us, or contact us for any other reason, we will collect any data you provide, such as your name, email address, the company with which you are associated and the content of your inquiry. When you sign up for newsletters, we collect your and email address.

How we use this data: To respond to your request or inquiry, to provide you with newsletters.

Legal Basis: We process this Personal Data based on performance of a contract when we respond to your inquiry and provide you with newsletters.

- 1.2. **Recruitment Data** – If you send us a job application or make an inquiry, you may provide us with Personal Data, including a copy of your CV and other relevant information.

How we use this data: For recruitment and hiring purposes.

Legal Basis: For our legitimate interest for recruitment and hiring purposes.

- 1.3. **Automatically Collected Data** – When you visit the Site, we automatically collect information about your computer or mobile device, including non-Personal Data such as your operating system, and Personal Data such as IP address, device ID, as well as your browsing history on our Site. For more information about the cookies and similar technologies we use and how to adjust your preferences, please see the section "Cookies and Similar Technologies" below.

How we use this data: (1) to review usage and operations, including in an aggregated non-specific analytical manner, develop new products or services and improve current content, products, and Services; (2) to prevent fraud, protect the security of our Site and Services, and address any problems with the Site and/or Services.

Legal Basis: We process this Personal Data for our legitimate interests to develop and improve our products and Services, review usage, perform analytics, prevent fraud, for our recordkeeping and protection of our legal rights.

2. **Additional Uses.**

- 2.1. Statistical Information and Analytics. We and/or our service providers use analytics tools, including "Google Analytics" to collect and analyze information about the use of the Site and/or Services, such as how often users visit the Site, what pages they visit when they do so, and what other sites and mobile applications they used prior to visiting the Site. By analyzing the information we receive, we may compile statistical information across a variety of platforms and users, which helps us improve our Site and Services, understand trends and customer needs and consider new products and services, and tailor existing products and services to customer desires. You can find more information about how Google collects information and how you can control such use at <https://policies.google.com/technologies/partner-sites>.

3. **Sharing the Personal Data We Collect.** We share your information, including Personal Data, as follows:

- 3.1. Affiliates. We share information, including your Personal Data, with our affiliated companies, Shopic Inc. where this is necessary to provide you with our products and Services, and for the purpose of management of our business.
- 3.2. Service Providers, and Subcontractors. We disclose information, including Personal Data we collect from and/or about you, to our trusted service providers and subcontractors, who have agreed to confidentiality restrictions and who use such information solely on our behalf in order to: (1) help us provide you with the Site and/or Services; and (2) aid in their understanding of how users are using our Site and/or Services.

Such service providers and subcontractors provide us with IT and system administration services, data backup, security, and storage services, data analysis.

- 3.3. Business Transfers. Your Personal Data may be disclosed as part of, or during negotiations of, any merger, sale of company assets or acquisition (including in cases of liquidation) in such case, your Personal Data shall continue being subject to the provisions of this Privacy Notice.
- 3.4. Law Enforcement Related Disclosure. We may share your Personal Data with third parties: (i) if we believe in good faith that disclosure is appropriate to protect our or a third party's rights, property or safety (including the enforcement of this Privacy Notice); (ii) when required by law, regulation subpoena, court order or other law enforcement related issues, agencies and/or authorities; or (iii) as is necessary to comply with any legal and/or regulatory obligation.
- 3.5. Legal Uses. We may use your Personal Data as required or permitted by any applicable law, for example, to comply with audit and other legal requirements.

4. International Transfer.

- 4.1. We use subcontractors and service providers and have affiliates who are located in countries other than your own, such as the US and send them information we receive (including Personal Data). We conduct such international transfers for the purposes described above. We will ensure that these third parties will be subject to written agreements ensuring the same level of privacy and data protection as set forth in this Privacy Notice, including appropriate remedies in the event of the violation of your data protection rights in such third country.
- 4.2. Whenever we transfer your Personal Data to third parties based outside of the European Economic Area ("EEA"), we ensure a similar degree of protection is afforded to it by ensuring at least one of the following safeguards is implemented:
 - 4.2.1. We will only transfer your Personal Data to countries that have been deemed to provide an adequate level of protection for Personal Data by the European Commission.
 - 4.2.2. Where we use certain service providers not located in countries with an adequate level of protection as determined by the European Commission, we may use specific contracts approved by the European Commission which give Personal Data the same protection it has in the EEA.
- 4.3. Please contact us at info@shopic.co if you would like further information on the specific mechanism used by us when transferring your Personal Data out of the EEA.

5. Security. We have implemented and maintain appropriate technical and organization security measures, policies and procedures designed to reduce the risk of accidental destruction or loss, or the unauthorized disclosure or access to Personal Data appropriate to the nature of such data. The measures we take include:

- 5.1. Safeguards – The physical, electronic, and procedural safeguards we employ to protect your Personal Data include usernames and passwords, IP filtering, secure servers, and SSL encryption of data for in-transit protection and encryption at rest.

- 5.2. Access Control – We dedicate efforts for a proper management of system entries and limit access only to authorized personnel on a need to know basis of least privilege rules, review permissions, and revoke access immediately after employee termination.
 - 5.3. Internal Policies – We maintain, review and update our privacy related and information security policies.
 - 5.4. Personnel – We require new employees to sign non-disclosure agreements according to applicable law and industry customary practice.
 - 5.5. Encryption – We encrypt the data in transit using secure SSL protocols.
 - 5.6. Database Backup – Our databases are backed up on a periodic basis for certain data and are verified regularly. Backups are encrypted and stored within the production environment to preserve their confidentiality and integrity, are tested regularly to ensure availability, and are accessible only by authorized personnel.
 - 5.7. However, no method of transmission over the Internet or method of electronic storage is 100% secure. Therefore, while we strive to use commercially acceptable means to protect your Personal Data, we cannot guarantee its absolute security.
 - 5.8. As the security of information depends in part on the security of the computer you use to communicate with us and the security you use to protect user IDs and passwords, please take appropriate measures to protect this information.
6. **Your Rights - How to Access and Limit Our Use of Certain Personal Data.** Subject to applicable law and certain exemptions, and in some cases dependent upon the processing activity we are undertaking, you have certain rights in relation to the Personal Data that we hold about you, as detailed below. We will investigate and attempt to resolve complaints and disputes and make every reasonable effort to honour your wish to exercise your rights as quickly as possible and, in any event, within the timescales provided by applicable data protection laws. We reserve the right to ask for reasonable evidence to verify your identity before we provide you with any information and/or comply with any of your requests, as detailed below:
- 6.1. Right of Access. You have a right to know what Personal Data we collect about you and, in some cases, to have such Personal Data communicated to you. Subject to applicable law, we may charge you with a fee. Please note that we may not be able to provide you with all the information you request, and, in such case, we will endeavor to explain to you why.
 - 6.2. Right to Data Portability. If the processing is based on your consent or performance of a contract with you *and* processing is being carried out by automated means, you may be entitled to (request that we) provide you or another party with a copy of the Personal Data you provided to us in a structured, commonly-used, and machine-readable format.
 - 6.3. Right to Correct Personal Data. Subject to the limitations in applicable law, you may request that we update, complete, correct or delete inaccurate, incomplete,

or outdated Personal Data.

- 6.4. Deletion of Personal Data ("Right to Be Forgotten"). If you are an EU Individual, you have a right to request that we delete your Personal Data if either: (i) it is no longer needed for the purpose for which it was collected, (ii) our processing was based on your consent and you have withdrawn your consent, (iii) you have successfully exercised your Right to Object (see below), (iv) processing was unlawful, or (v) we are required to erase it for compliance with a legal obligation. We cannot restore information once it has been deleted. Please note that to ensure that we do not collect any further Personal Data, you should clear our cookies from any device where you have used our Site. We may retain certain Personal Data (including following your request to delete) for audit and record-keeping purposes, or as otherwise permitted and/or required under applicable law.
- 6.5. Right to Restrict Processing. If you are an EU Individual, you can ask us to limit the processing of your Personal Data if either: (i) you have contested its accuracy and wish us to limit processing until this is verified; (ii) the processing is unlawful, but you do not wish us to erase the Personal Data; (iii) it is no longer needed for the purposes for which it was collected, but we still need it to establish, exercise, or defend of a legal claim; (iv) you have exercised your Right to Object (below) and we are in the process of verifying our legitimate grounds for processing. We may continue to use your Personal Data after a restriction request under certain circumstances.
- 6.6. Right to Object. If you are an EU Individual, you can object to any processing of your Personal Data which has our legitimate interests as its legal basis, if you believe your fundamental rights and freedoms outweigh our legitimate interests. If you raise an objection, we have an opportunity to demonstrate that we have compelling legitimate interests which override your rights and freedoms.
- 6.7. Withdrawal of Consent. You may withdraw your consent in connection with any processing of your Personal Data based on a previously granted consent. This will not affect the lawfulness of any processing prior to such withdrawal.
- 6.8. Right to Lodge a Complaint with Your Local Supervisory Authority. If you are an EU Individual, you may have the right to submit a complaint to the relevant supervisory data protection authority if you have any concerns about how we are processing your Personal Data, though we ask that as a courtesy you please attempt to resolve any issues with us first.

7. Data Retention.

- 7.1. Subject to applicable law, we retain Personal Data as necessary for the purposes set forth above. We may delete information from our systems without notice to you once we deem it is no longer necessary for these purposes. Retention by any of our processors may vary in accordance with the processor's retention policy.
- 7.2. In some circumstances, we may store your Personal Data for longer periods of time, for instance where we are required to do so in accordance with legal, regulatory, tax, audit, accounting requirements and so that we have an accurate record of your dealings with us in the event of any complaints or challenges, or if

we reasonably believe there is a prospect of litigation relating to your Personal Data or dealings. To determine the appropriate retention period, we consider the amount, nature, and sensitivity of the Personal Data, the potential risk of harm from unauthorized use or disclosure of your Personal Data, the purposes for which we process your Personal Data, and whether those purposes can be achieved through other means, as well as applicable legal requirements.

7.3. Please contact us at info@shopic.co if you would like details regarding the retention periods for different types of your Personal Data.

8. **Cookies and Similar Technologies.** We use cookies and similar technologies for a number of reasons, including to help personalize your experience. When visiting this Site, you shall be notified of the use of and placement of cookies and other similar technologies on your device as specified herein.

8.1. What are Cookies? A cookie is a small piece of text that is sent to a user's browser or device. The browser provides this piece of text to the device of the originating user when this user returns. We may use the terms "cookies" to refer to all technologies that we may use to store data in your browser or device or that collect information or help us identify you in the manner described above, such as web beacons or "pixel tags".

8.1.1. A "session cookie" is temporary and will remain on your device until you leave the Site.

8.1.2. A "persistent" cookie may be used to help save your settings and customizations across visits. It will remain on your device until you delete it.

8.1.3. We place first-party cookies on the Site.

8.2. How We Use Cookies. We use cookies and similar technologies for a number of reasons, as specified below.

The cookies placed when you visit the Site are as follows:

Host	Name	Description	Expiration time
Shopic.co	_ga	This cookie name is associated with Google Universal Analytics - which is a significant update to Google's more commonly used analytics service. This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier. It is included in each page request in a site and used to calculate visitor, session and campaign data for the Site's analytics reports.	2 years
Shopic.co	_gat	This cookie name is associated with Google Universal Analytics, according to documentation it is used to throttle the request rate - limiting the collection of data on high traffic sites.	10 minutes
Shopic.co	_gid	This cookie name is associated with Google Universal Analytics. It is used to distinguish users.	24 hours

- 8.3. **How to Adjust Your Preferences.** Most Web browsers are initially configured to accept cookies, but you can change this setting so your browser either refuses all cookies or informs you when a cookie is being sent. In addition, you are free to delete any existing cookies at any time. Please note that some features of the Services may not function properly when cookies are disabled or removed. For example, if you delete cookies that store your account information or preferences, you will be required to input these each time you visit.
9. **Third-Party Application and Services.** All use of third-party applications or services is at your own risk and subject to such third party's terms and privacy policies.
10. **Children.** We do not knowingly collect Personal Data from children under the age of sixteen (16).
11. **Changes to the Privacy Notice.** We may update this Privacy Notice from time to time to keep it up to date with legal requirements and the way we operate our business, and we will place any updates on this webpage. Please come back to this page every now and then to make sure you are familiar with the latest version. If we make material changes to this Privacy Notice, we will seek to inform you by notice on our Site or per email.
12. **Comments and Questions.** If you have any comments or questions about this Privacy Notice or if you wish to exercise any of your legal rights as set out herein, please contact us at info@shopic.co.

Last updated: March 2022