

## **Inovytec's Website Privacy Policy**

*Last Revised: April 7, 2021*

Inovytec Medical Solutions Ltd., on behalf of itself and its affiliates (“**Inovytec**”, “**us**” or “**we**”) respects the privacy of its website users (“**User(s)**” or “**you**”) and is committed to protect its Users’ personal information. We believe that you have a right to know our practices regarding the information we may collect and use about you when you use our website at <https://www.inovytec.com> (the “**Site**”). Please read the following carefully to understand Inovytec’s views and practices regarding your personal information and how Inovytec will treat it.

### **1. Who we are**

In this policy, references to Inovytec, or to “we” or “us” are Inovytec Medical Solutions Ltd. and its affiliates. Inovytec Medical Solutions Ltd. is a registered company in the state of Israel, having its principal office at 5 Hatidhar St., Raanana 4366507, Israel. Individuals wishing to contact us about data protection issues may do so by writing to us at the above address or by emailing us at [info@inovytec.com](mailto:info@inovytec.com)

### **2. Your acknowledgment of this policy**

This Privacy Policy (“**Privacy Policy**”) details how your Personal Information collected via the Site is used and processed by Inovytec.

BY ENTERING, CONNECTING TO, ACCESSING OR USING THE SITE, YOU ACKNOWLEDGE THAT YOU ARE OR HAVE HAD THE OPPORTUNITY TO BECOME AWARE OF AND AGREE (IN JURISDICTION WHERE SUCH CONSENT IS REQUIRED) TO THIS PRIVACY POLICY AND INOVYTEC’S PRACTICES DESCRIBED THEREIN, INCLUDING THE PROCESSING (INCLUDING COLLECTING, USING, DISCLOSING, RETAINING OR DISPOSING) OF YOUR INFORMATION UNDER THE TERMS OF THIS POLICY.

### **3. Which information may we collect about Users?**

We collect from Users of our Site, two types of data and information:

- 3.1. **Non-personal Information.** The first type is non-identifiable and anonymous information. Non-personal Information, which is being gathered, consists of technical information and behavioral information that does not pertain to a specific individual (“**Non-Personal Information**”).

You may access and browse the Site without disclosing personal information, although, like most websites, we passively collect certain Non-Personal Information from your devices, including: (i) technical information such as the type and version of your device and its operating system, the type of browser, screen resolution, device browser and keyboard language, Wi-Fi connectivity and the type and name of your device and/or browser, etc.; and (ii) behavioral information which may include the User’s click-stream on the Site, the activities of the User on the Site and additional information of a similar nature (collectively, “**Technical and Behavioral Information**”). We may also use third-party service providers, such as Google Analytics, to obtain detailed analytics on the device and the User’s behavior on the Site. Please note that we or our third-party service providers will collect such Technical and Behavioral Information by using certain tracking technologies, such as cookies, as further detailed below.

- 3.2. **Personal Information.** The other type of information we collect is individually identifiable information. To put it simply, this information identifies an individual or is of a private and/or sensitive nature, such as your contact information (“**Personal Information**”), including:

#### **3.2.1. Personal Information which is provided voluntarily:**

- **Communications with Inovytec:** Personal Information you provide us as part of any communications with Inovytec, by any means, including by contacting us via the Site or email, approaching our customer service or during sales calls or through our social network pages (such information may include marketing and communication data that includes your

preferences in receiving marketing from us and your communication preferences). Please note that we may record calls for quality assurance purposes and in order to improve our services.

- **Contact Details:** Personal Information is collected from the details the Users provide in the "Contact Us" tab available on the Site. Such Personal Information includes, your full name, email address, phone number and organization. You may provide via the contact form any text you wish to insert into the "message" box. Additional information may be requested via the contact form in the future.
- **Mailing list:** you may voluntarily join our mailing list by providing us with your full name and email address via our Site.

### 3.2.2. **Personal Information collected via technology:**

- **Geolocation data:** during your visit to the Site we will access, collect, process, monitor and/or remotely store "geolocation data", including through the collection of IP addresses and other similar information to determine your location for analytics, advertising and security purposes. Please note that we may also analyze your IP address and other similar data, using our third party service providers, in order to determine the name of the company whose IP address you have used to browse to our Site, for the purpose of locating prospects and in order to analyze our Site's traffic.
- **Identifiers:** such as Internet Protocol (IP) address, your Unique Device Identifier (UDID), or other unique identifiers for security purposes, analytics and in order to provide you with targeted advertising of our products and services.
- **Technical and Behavioral Information:** to the extent that the Technical and Behavioral Information detailed above under Section 3.1 will be linked to or associated with a specific individual then such information will be considered as Personal Information.

### 3.3. **Please note:**

- We may cross-reference your Personal Information with other Personal Information we may have about you. Any Non-personal Information connected or linked to or associated with any Personal Information shall be deemed as Personal Information as long as such connection, linkage or association exists.
- We use third-party tracking services and usage logs, to track and analyze data from Users of the Site and for purposes of security and fraud prevention. We may also use cookies to gather information regarding your use of the Site and the information for which you searched and accessed (for more information please see below).

## 4. **How do we collect information about our Users?**

There are two main methods we use to collect information:

- 4.1. **We collect information through your entry, connection, access and/or use of the Site.** In other words, when you access or use the Site, we are aware of your usage of the Site, and may gather, collect and record the information relating to such usage. For example, when you use the Site, we gather your Technical and Behavioral Information.
- 4.2. **We collect information which you provide us voluntarily.** For example, we collect Personal Information that you provide via the "Contact Us" form on our Site. We will inform you prior to collecting your Personal Information if it is requested on a voluntary basis and the consequences of not providing voluntary Personal Information.

## 5. **What are the purposes of the collection and processing of information?**

- 5.1. **Non-personal Information is processed in order to:**
  - Enhance the User's experience on the Site;

- Create statistical information and learn about the preferences of Users and general trends on the Site (e.g. understand which features are more popular than others); and
- Keep the Site safe and secured against fraudulent and criminal activity.

#### 5.2. Personal Information is processed in order to:

- Enable the operation and constant improvement of the Site;
- Register your interest in becoming a new customer;
- Contact you by telephone and/or by email with further information relating to our products or services which you enquired about via the Site. To ensure we offer a good and responsive service, we consider this use to be proportionate and will not be prejudicial or detrimental to you;
- Add your contact details to our mailing list for the purposes of sending you information about our products and services by email, SMS, phone, through web-browser notification or through the post. You have the right to opt-out of marketing messages at any time by following the instructions in such messages or by contacting us at: info@inovytec.com
- Ensure that content on the Site is presented in an optimal way for you and for your device (e.g. tablet, mobile phone);
- Send you by email, SMS, phone, through web-browser notification or through the post updates, notices, announcements, and additional information related to Inovytec including with respect to changes made to our Site's terms of use and privacy policy;
- Conduct internal operations, such as: troubleshooting, data analysis, testing, research, and statistical analysis;
- Keep the Site safe and secured against fraudulent and criminal activity;
- Comply with our legal obligations and provide us with the ability to protect our rights and legitimate interests;
- Maintain our data processing records and general administrative purposes; and
- Email tracking – we may use tracking technology within the email we may send you in order to improve interactions with you and to better understand whether our emails were opened and read, and such tracking may include capturing the time and date in which you opened our email messages and the type of device you use to open such emails.

### 6. **Sharing Personal Information with Third Parties**

6.1. Inovytec respects your privacy and will not disclose, share, rent, or sell your Personal Information to any third party, other than as permitted under this Privacy Policy.

6.2. In addition to using the information collected by us for the purposes described under Section 5 above, we may also share your information in the following cases:

- **Inovytec Personnel:** Personal Information that we collect and process may be transferred to or accessed by personnel of Inovytec for the sole purpose of enabling the operation of the Site and to contact you (as detailed in Section **Error! Reference source not found.** above). Please note that all Inovytec personnel that will have access to your Personal Information are under an obligation of strict confidentiality with respect to such Personal Information.
- **Service Providers:** we share Personal Information with vendors, commercial software providers, consultants and data processors who perform services on our behalf, including without limitation, companies that provide analysis, messaging services and services which host the Site. Please note that we collect, hold and manage your Personal Information through a third party's cloud based services, as reasonable for business purposes, which may be located in countries outside of your jurisdiction.

- In addition, we may share Personal Information in the following cases: (a) to satisfy any applicable law, regulation, legal process, subpoena or governmental request; (b) to enforce this Privacy Policy or any other agreement or terms of service between you and Inovytec, and to defend against any claims or demands asserted against us by you or on your behalf; (c) to detect, prevent, or otherwise address fraud, security or technical issues; (d) to protect the rights, property, or personal safety of Inovytec, its Users or the general public; and (e) when Inovytec is undergoing any change in control, including by means of merger, acquisition or purchase of all or substantially all of the assets of Inovytec (while such acquired company or investor may be located in countries outside of your jurisdiction).

6.3. For avoidance of doubt, Inovytec may transfer and disclose **Non-personal Information** to third parties at its discretion including without limitation for statistical, analytical and research purposes and for customization, developing and improvement of our Site.

## 7. **Your Rights**

Inovytec acknowledges you have the right to access and change the Personal Information we collect and process. **If you wish to access or to correct, amend, or delete Personal Information, please send us an email to:** info@inovytec.com and we will respond within a reasonable timeframe, but in any event no later than permitted by applicable law.

## 8. **Location of Your Data**

The information collected from you by Inovytec, as detailed in this Privacy Policy, may be transferred to, and stored in, servers which may be located in countries outside of your jurisdiction and in countries that are not considered to offer an adequate level of protection under your local laws. It may also be processed by Inovytec and its suppliers, service providers or partners' staff operating outside your country.

Inovytec is committed to protecting your Personal Information and will take appropriate steps to ensure that your Personal Information is processed and stored securely and in accordance with applicable privacy laws, as detailed in this Privacy Policy. Such steps may include, but not limited to, putting in place data transfer agreements and ensuring our third-party service providers comply with Inovytec's data transfer protection measures.

**BY SUBMITTING YOUR PERSONAL INFORMATION TO INOVYTEC, YOU ACKNOWLEDGE, AND AGREE, IN JURISDICTION WHERE SUCH CONSENT IS REQUIRED, TO SUCH TRANSFER, STORING AND/OR PROCESSING OF PERSONAL INFORMATION.**

## 9. **Minors**

The Site is intended for Users over the age of sixteen (16). Therefore, Inovytec does not intend and does not knowingly directly collect any Personal Information from children under the age of sixteen (16) and does not wish to do so. We reserve the right to request proof of age at any stage so that we can verify that minors under the age of sixteen (16) are not using the Site.

## 10. **Third Party Service Providers**

- 10.1. During your visit to our Site, we may use third party service providers, who may collect, store and/or process your information, as detailed in this Privacy Policy.
- 10.2. Please read such third party service providers' terms of use and privacy policies to understand their privacy practices.
- 10.3. Note, that we collect, hold and/or manage your Personal Information through Inovytec's authorized third party vendors of certain products or services (such as hosting cloud services) (including, as applicable, their affiliates) solely and limited to providing us with such requested services, and not for any other purposes.
- 10.4. Such vendors may be located in countries that do not have the same data protection laws as the laws applied in your jurisdiction.

## 11. **Cookies**

- 11.1. When you access or use the Site, we and/or our third party service providers may use industry-wide technologies such as cookies, web beacons, pixels, clear gifs and other similar tools (or other similar technologies) (collectively, "**Cookies**") which may enable us, amongst others, to recognize your device from those of other Users of the Site, to improve the Site's performance, to deliver a better and more personalized service according to our Users' individual interests and the device or browser used, to track Users' use of the Site, to gather information about the Users' approximate geographic location (e.g. city), to prevent fraud and/or abuse, to estimate our audience size and usage pattern and perform other analytics, to develop our Site and to serve targeted advertisements.
- 11.2. Cookies may locally store certain Technical and Behavioral information and other Personal Information on your device and we and/or our authorized third party service providers may access such information for the purposes detailed under this Privacy Policy. We and/or our authorized third party service providers may use both session Cookies (which expire once you close the web-browser) and persistent Cookies (which stay on the User's device until he/she deletes them).
- 11.3. Most devices and browsers will allow you to erase Cookies from your device's hard drive, block acceptance of Cookies, or receive a warning before a Cookie is stored on your device. However, if you block or erase Cookies, your experience of the Site may be limited.
- 11.4. For detailed instructions regarding the blocking of Cookies, please refer to your browser's 'help', 'tool' or 'edit' sections or see <http://www.allaboutcookies.org/manage-cookies/>. Below are links to instructions regarding the blocking of Cookies on commonly used web-browsers: [Chrome](#), [Internet Explorer and Microsoft Edge](#), [Mozilla Firefox](#) and [Safari](#).
- 11.5. It is possible to opt-out of having your browsing activity within the Site recorded by performance cookies. Please note that we use Google Analytics as our service provider in order to track Users' activities on the Site, including by use such services' persistent cookies. Google provides a browser-add on which allows users to opt-out of Google Analytics across all websites, which can be downloaded here: <https://tools.google.com/dlpage/gaoptout>.
- 11.6. You can opt out of receiving interest-based advertising on your device by visiting the following sites: [www.aboutads.info/choices/](http://www.aboutads.info/choices/), [www.networkadvertising.org/choices/](http://www.networkadvertising.org/choices/), [choices.ghosteryenterprise.com/global-opt-out.html](http://choices.ghosteryenterprise.com/global-opt-out.html), and [preferences-mgr.truste.com/](http://preferences-mgr.truste.com/). If you wish to opt out of receiving interest-based advertising on your mobile device, please see the advertising preferences information on support.apple.com for iOS devices or support.google.com for Android devices.

## 12. **Links to Third Party Websites**

Certain links provided in the Site permit Users to leave our Site and enter non-Inovytec sites or services. Most of such linked sites and services provide legal documents, including terms of use and Privacy Policy governing the use thereof. It is always advisable to read such documents carefully before using those sites and services, *inter alia*, in order to know what kind of information about you is being collected.

## 13. **Security**

- 13.1. We take appropriate measures to maintain the security and integrity of our Site and prevent unauthorized access to it or use thereof through generally accepted industry standard technologies and internal procedures.
- 13.2. Your Personal Information is hosted on third party servers, which provide advanced strict security standards (both physical and logical).
- 13.3. Some of the security measures that we employ include, without limitation: the application of highly secure design and implementation methods to all our Services, including state of the art encryption mechanisms and secure architecture design to all storage and transmission mechanisms used for the processing and transmission of your Personal Information, as well as

access control and auditing systems (including firewall and identity management solutions), that restrict access to your Personal Information to authorized personnel only, based on their roles and their need-to-know requirements, needed to process your Personal Information on Inovytec's behalf.

- 13.4. Please note, however, that there are inherent risks in transmission of information over the Internet or other methods of electronic storage and we cannot guarantee that unauthorized access or use will never occur.
- 13.5. Inovytec will comply with applicable law in the event of any breach of the security, confidentiality, or integrity of your Personal Information and will inform you of such breach as required by applicable law.
- 13.6. TO THE EXTENT THAT INOVYTEC IMPLEMENTED THE REQUIRED SECURITY MEASURES UNDER APPLICABLE LAW, INOVYTEC SHALL NOT BE RESPONSIBLE OR LIABLE FOR UNAUTHORIZED ACCESS, HACKING, OR OTHER SECURITY INTRUSIONS OR FAILURE TO STORE OR THE THEFT, DELETION, CORRUPTION, DESTRUCTION, DAMAGE, OR LOSS OF ANY DATA OR INFORMATION INCLUDED IN THE PERSONAL INFORMATION.

#### 14. **Data Retention**

Inovytec will retain the Personal Information for as long as we are confident that it is accurate and can be relied upon. Personal Information which is no longer required for the purpose for which it was initially collected will be deleted unless we have a valid justification to retain it which is permitted under applicable law, such as to resolve disputes or comply with our legal obligations.

#### 15. **Changes to the Privacy Policy**

Inovytec reserves the right to change this Privacy Policy at any time, so please re-visit this page frequently to check for any changes. In case of any material change, we will make reasonable efforts to post a clear notice on the Site or we will send you an e-mail regarding such changes to the e-mail address that you may have provided us with. Such material changes will take effect seven (7) days after such notice was provided on our Site or sent to you via e-mail, whichever is the earlier. Otherwise, all other changes to this Privacy Policy are effective as of the stated "Last Revised" and your continued use of the Site on or after the Last Revised date will constitute acceptance of, and agreement to be bound by, those changes. In the event that the terms should be amended to comply with any legal requirements, the amendments may take effect immediately, or as required by the law and without any prior notice.

#### 16. **Have any Questions?**

If you have any questions (or comments) concerning this Privacy Policy, please send us an email to the following address: [info@inovytec.com](mailto:info@inovytec.com), and we will make an effort to reply within a reasonable timeframe.

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