

Privacy statement

1. Introduction

This privacy statement (the "Statement") explains how Physio-Logic Ltd. (the "Company", "we," or "us"), which operate this website at URL www.physio-logic.co.il (the "Website"), collects and processes personal data.

The security and privacy of your information are very important to us. Whether you are using one of our services as a customer, potential customer, end-user or just visiting our website, we want you to trust us with managing and protecting the information that you provide us with. We have prepared this Statement to explain more about who we are and how we collect and manage your information.

This site is a general audience site which is neither designed nor intended to collect personal information from children and/or minors.

By using our website and/or by agreeing to this Statement, e.g., in the context of registering for any of our services or by any other means, you understand and acknowledge that we might collect and use some of your Personal Data as described in this Statement. This Statement forms part of our [Terms and Conditions](#).

2. Who we are and how can you contact us

Physio-Logic Ltd.
18 Ha'Haroshet st.,
Ramat Hasharon,
Israel
Phone: Gadi Ginot, 03-9416297
Email: info@physio-logic.co.il

Questions, comments, requests and complaints regarding this Statement and the information we hold are welcome and should be addressed to us by using the contact details above. All requests will be dealt with promptly and efficiently.

3. Information we collect from you

"Personal Data", or personal information, means any information about an individual from which that person can be identified.

While you are visiting our Website or social media pages, we might collect some information about your use in our website, as set forth by this Privacy Statement.

We collect Personal Data from you when you voluntarily provide such Personal Data to us, or via our services and websites with which you voluntarily interact. We may also obtain such Personal Data about you as may be provided to us in the course of our legitimate business activities.

You do not have to provide us with your information, but in some cases, if you do not, it may mean that you won't be able to use our services. For example, we may be unable to complete a requested "contact form" inquiry, unless you'll provide us with your contact details.

When you use our website, we might collect and process the following information:

- **Identity Data** - including full name, username or any similar identifier, title, date of birth and gender and any other information provided by you upon your sole discretion.
- **Contact Data** - including email address and telephone numbers.
- **Usage Data** - includes information about how you use our website and services.
- **Job application data** - include name, email, phone and a resume file, just if you have decided to voluntarily provide us with your data as part of being recruited by us;
- **Marketing and Communications Data** - includes your preferences in receiving marketing from us and our third parties and your communication preferences.

When you use our social media pages, we receive the following information from the respective social media provider:

- Gender, age group, general location.

Information automatically collected or generated from your use of the Platform (by cookies, web beacons and similar technologies):

We use a tool called “Google Analytics”, provided by Google and used by us to track and analyze the use of our Platform for internal purposes. To learn more about how Google uses data from our use of Google Analytics, we recommend you review Google’s policies located at: google.com/policies/privacy/partners. For additional information, please see Google Analytics’ opt-out web tool available at: <https://tools.google.com/dlpage/gaoptout>

When you interact with our website, we may automatically collect (by cookies, web beacons and similar technologies) certain information: (a) technical information, including the Internet protocol (IP) address used to connect the respective computer to the Internet, login information, browser type and version, screen resolution, time zone setting, language preferences, browser plug-in types and versions, operating system, version, device information.

We also collect, use and share aggregated data such as statistical or demographic data for any purpose. Aggregated data may be derived from your Personal Data but does not reveal your identity and is as such not treated as Personal Data.

4. How is your Personal Data Collected

We use different methods to collect data from and about you, including through:

- **Direct interactions** - You give us your Identity Data, Contact Data and other Personal Data when filling in forms (e.g. "Contact Us" or "Newsletter Subscription", "Registration Form" etc.) or by corresponding with us by phone, email or otherwise.

- **Automated technologies or interactions** - As you interact with our website, we may automatically collect certain data that can constitute Personal Data (please refer to the description below, under "Cookies Usage").
- **Third parties or publicly available sources** - We may receive Personal Data about you from various third parties and public sources, e.g.: advertising and social networks, analytics providers, search information providers. [

5. Cookies Usage

Like many other websites, our website uses cookies for proper work, and to improve your experience while you navigate through the website. Some of those Cookies are necessary and stored on your browser as they are essential for the working of basic functionalities of the website.

We also use third-party cookies that help us analyze and understand how you use this website. These cookies will be stored in your browser, but most browsers allow you to control cookies, including whether or not to accept them and to remove them.

We use various types of Cookies:

Essential Cookies – which are necessary for the site to work properly;

Functional Cookies – designated to save your settings on the site - your language preference or other view preferences;

Session Cookies – used to support the functionality of the website – such Cookies are stored only temporarily during a browsing session and are deleted from your device when you close the browser.

Targeting Cookies - these cookies are used to collect information from you to help us to improve our products and services as well as serve you with targeted advertisements that we believe will be relevant to you (e.g. Google's Cookies, Facebook's pixels, LinkedIn, etc.).

Social networks Cookies - Social Plug-In Cookies (e.g. Facebook and/or LinkedIn pixels etc.) enabling sharing of information with your social networks accounts to be smooth and seamless.

Analytics Cookies - give us aggregated information which enables us to improve the way our website works, e.g. Google analytics.

Third party services used by us – for example, an external service supporting our career and recruiting options through the website (e.g. Comeet), or an external service which allows us to screen short videos in our website (e.g. Vimeo or YouTube).

Facebook Pixel

We use the "visitor action pixels" from Facebook Inc, or, if you are based in the EU, Facebook Ireland Ltd., ("**Facebook**") on our website. This allows user behaviour to be tracked after site visitors have been redirected to our website by clicking on a Facebook ad. This enables us to measure the effectiveness of Facebook ads for statistical and market research purposes. The data collected in this way is anonymous

to us, i.e. we do not see the personal data of individual users. However, this data is stored and processed by Facebook. Facebook may link this information to your Facebook account and also use it for its own promotional purposes, in accordance with Facebook's Data Usage Policy <https://www.facebook.com/about/privacy/>. You can allow Facebook and its partners to place ads on and off Facebook. A cookie may also be stored on your computer for these purposes. The legal basis for the use of this service is our legitimate interests. You can object to the collection of your data by Facebook pixel, or to the use of your data for the purpose of displaying Facebook ads by contacting the following address: <https://www.facebook.com/settings?tab=ads> Please note that the data collected by use of Cookies may be linked to and combined with any other data, including Personal Data.

Managing cookies and opting out: aside from the Essential Cookies described above, you can always choose to configure your browser to reject or block all cookies or notify you when a cookie is set, but sometimes in that case, certain services, features, and functionality in our website may not be available to you.

6. The purposes of the processing

We will use your data in order to:

- communicate with you and respond to your queries;
- enable you to use our website and services in the most effective way, including the personalization of your experience by presenting content tailored to your interests;
- to meet or comply with any applicable rules, laws, regulations, codes of practice or guidelines issued by any legal or regulatory body;
- assess or evaluate the effectiveness of our services, as well as any technical and organizational measures designated for the protection of your Personal Data;
- improve and secure our services;
- protect our rights and legitimate interests, as well as defend against any lawsuit, legal claim or complaint;
- to conduct any other activities that are required to provide our services.

7. The Legal Basis for the processing of your Personal Data

We will only process and use your Personal Data when the law allows us to, i.e. when we have a Lawful Basis for such usage. Such lawful and legal basis can be any of the following:

- Contractual performance: Processing actions which are related to your reservations and/or requests, to carry out our obligations arising from any contracts entered between you and us.
- Your consent: When contacting you after receiving a query via the "Contact us" form on our website, the use of your personal data is based on your consent.
- In addition, if you actively consent to receiving newsletters, marketing and promotional information from us, we will also process your email address for the purpose of providing you with these, based on your consent (which you can withdraw at any time).

- Legal obligation: We need to use some of your information in order to meet responsibilities we have to our regulators, tax officials, law enforcement, or otherwise meet our legal responsibilities;
- Legitimate interest: Our use of your information is in our legitimate interest as a commercial organization. For example, we use personal data of our customers to operate and improve our services. We also use the information collected via social media pages in order to understand to which demographic groups the persons that are interested in our products and services belong. In these cases, we will look after your information at all times in a way that is proportionate and respects your privacy rights, making sure our legitimate interest is not overridden by your interests or fundamental rights and freedoms;

In general, and as detailed above, we do not rely on consent as a legal basis for processing your Personal Data. Yet, in any case in which you have provided your consent to our processing of your information, you can withdraw this consent at any time by contacting us through the contact details provided above.

8. Data Recipients

We may disclose your Personal Data to third parties in a variety of circumstances in the ordinary course of operating our business, such as:

- Disclosure of Personal Data to persons authorized to process personal data, in our organization, or third-party service providers, qualified as data processors, providing us with services supporting our website and ordinary course of business, e.g. system, storage and computing services, as well as marketing efforts, in accordance with applicable law;
- When we have a legal obligation to do so, or when we are allowed to do so under our legitimate interests.

In any such communication we will take steps to make sure such transfer is carefully managed to protect your privacy rights:

- transfers within our group and affiliates, will be subject to an agreement / policies and procedures made to ensure that your data receives an adequate and consistent level of protection as required by applicable law;
- transfers to any subcontractor or processor will be subject to contractual terms ensuring the security and protection of any Personal Data under any such sub-processor, in accordance with applicable law provisions;

any requests for information we receive from law enforcement or regulators will be carefully validated before the disclosure of any Personal Data.

9. Promotional Communications

We may notify you about new features, additional offerings, events and special opportunities or any other information we think our customers will find valuable. We may provide such notices through any of the contact means available to us (e.g. phone, mobile or e-mail).

If you do not wish to receive such promotional communications, you may notify us at any time by following the “unsubscribe”, “stop”, “opt-out” or “change e-mail preferences” instructions contained in the promotional communications you receive.

10. Transfer of Data

Any transfer of data which originates in the European Union ("EU") to a country outside of the European Economic Area ("EEA"), shall be made in compliance with the provisions of chapter 5 of the General Data Protection Regulation (GDPR). Such transfer can be made to countries which are recognized as providing an adequate level of legal protection or where we can be satisfied that alternative arrangements are in place to protect your privacy rights.

We currently transfer your information, including your Personal Data, to Israel and the United States of America as necessary for the proper delivery of our website through certain third parties that we use to operate and manage the website, including Webflow, Inc. Whenever we transfer your personal data out of the EEA, we ensure a similar degree of protection is afforded to it by ensuring at least one of the following safeguards is implemented:

- 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.
- Where we use certain service providers, we may use specific contracts approved by the European Commission which give personal data the same protection it has in Europe.

As part of that it's important to note that Physio-Logic Ltd. is headquartered in Israel, a country which is considered by the European Data Protection Board to be offering an adequate level of Personal Data protection. When transferring any Personal Data from the EEA to Israel, such transfer is based on this adequacy decision.

11. How we secure your information

We are committed to protecting the security of your Personal Data. We use a variety of security technologies and procedures to help protect your Personal Data from unauthorized access and use. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

However, the collection, transmission and storage of information can never be guaranteed to be completely secure. Yet, we take steps to ensure that appropriate security safeguards are in place to protect your information, and we will continue to revise our policies and implement additional security features.

12. Storage of Personal data

We will only store your Personal Data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or

reporting requirements. We have defined data retention periods for any data item in our systems, ensuring minimization of retention periods.

In some circumstances we may anonymize your Personal Data (so that it can no longer be associated with you) for research or statistical purposes in which case we may save and use this information indefinitely without further notice to you.

13. Data Subjects' rights under EU data protection laws and the CCPA

Under European Data Protection Law, residents of the European Union (or any other jurisdiction that applies privacy in the same manner as GDPR) have certain rights to apply to us to provide information or make amendments to how we process data relating them. Similarly, under the California Consumer Privacy Act (“CCPA”), California residents have similar rights. Those rights include:

- **right to access your Personal Data** - you can ask us to confirm whether or not we have and use your Personal Data, and if so, you can ask for a copy of your data;
- **right to correct your Personal Data** - you can ask us to correct any of your Personal Data which is incorrect, after verifying the accuracy of the data first;
- **right to erase your Personal Data** - you can ask us to erase your Personal Data if you think we no longer need to use it for the purpose we collected it from you. you can also ask for such erasure in any case in which the process of your data was based on your consent, or where we have used it unlawfully or where we are subject to a legal obligation to erase your Personal Data. any request for such erasure will be subject to our obligations under the law (e.g. our obligation to keep some records for tax or customs purposes);
- **right to restrict our use in your Personal Data** - you can ask us to restrict our use of your Personal Data in certain circumstances;
- **right to object to how we use your Personal Data** - you can object to any use of your Personal Data which we have justified by our legitimate interest if you believe your fundamental rights and freedoms to data protection outweigh our legitimate interest in using the information;
- **you can always require us to refrain from using your data for direct marketing purposes;**
- **you can ask us to transfer your information to another organization and/or provide you with a copy of your Personal Data (“Portability Right”);**
- **You have the right to lodge a complaint at any time before the relevant supervisory authority for data protection issues. However, we will appreciate the chance to deal with your concerns before you approach the authorities, so please feel free to contact us in the first instance.**

We may not always be able to do what you have asked. In addition, not all of those rights apply in every jurisdiction. For example, if it would impact the duty of confidentiality we owe to others, or if we are otherwise legally entitled to deal with the request in a different way. In addition, the Portability Right doesn’t apply under the CCPA. So not always we will be able or obliged to provide you with those rights.

However, we encourage you to contact us with any such request, and we will be happy to assist you.

14. Special Notification for California Residents

We do not “sell” (as defined in the CCPA) your personal information for the intents and purposes of the CCPA. We can use your personal data for our purposes, but only as described above or after the de-identification or anonymization of such data, including aggregate data which can no longer associated to you. In the event we will sell your personal information, we will notify you by updating this Statement and we will provide you with the option of opting out of such “sale”.

15. Links to other sites

Our website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy notice of every website you visit.

16. Changes to this Privacy Statement

We reserve the right to change this statement from time to time at our sole discretion. If we make any changes, we will post those changes here so that you can see what information we gather, how we might use that information and in what circumstances we may disclose it. By continuing to use our site or our services or otherwise provide data after we post any such changes, you accept and agree to this statement as modified.