

PRIVACY POLICY

S. Horowitz & Co. (“**SH**” or “**We**”) is committed to protecting your privacy. In this Privacy Policy we explain how we receive and collect information about users of the Website (<https://100years.s-horowitz.com/>) (the “**Website**”) and how we use it.

If you do not agree to any of the provisions in this Privacy Policy, please do not use the Website.

General

This Privacy Policy is binding, and shall apply to any viewing, browsing, uploading of content, and any other use of the Website by any user, and by any means, application or device (“**Use**” and “**you**”). You are not required by law to provide your information to us, or to consent to this Privacy Policy, and you do so willingly.

You represent and warrant that you are at least 18 years of age, or that you use the Website with the approval of one of your parents (or a guardian), who agrees to this Privacy Policy in its entirety.

Our Website may include links to websites that we do not control (the “**Linked Sites**”), which may collect and produce information about their users. Providing information to, and any other use of the Linked Sites, is subject to the terms of use and privacy policies of the Linked Sites, and they are not under our control or responsibility.

This Privacy Policy was last updated in the month of June 2020.

Types of Information that we collect on the Website

When you Use the Website, we receive, collect, process and produce information about you and your Use of the Website, including identified information and information that can be used to identify you (“**Personal Information**”) in the following ways, directly or indirectly:

(1) Personal Information provided via your communications with us

We collect any information you choose to share with us when you communicate with us by e-mail or by any other means of communication. This includes any information you share with us in the “**CONTACT US**” section of the Website, or when you otherwise Use the Website.

This information includes your full name, company information, professional experience, e-mail address, phone number and any other content you chose to share with us at your own initiative.

(2) Information about your use of the Website

Data will be collected automatically during your Use of the Website. This data includes information and Personal Information about your use of the Website, the way you interact with the Website's content, information you have viewed, your website visits and browsing history, search terms, traffic data, page views, website interactions, browser type, display settings, operating system, language, visitation times, device type, device identifier (IMEI), session start/stop time, referral URL, time zone, network connection type, location and IP address, etc.

(3) Information from third parties

We may receive information about you, from social networks and other entities, according to the terms of use of these third parties and the permissions you have set in your accounts.

Purposes of use

We will use your Information for the following purposes:

1. To protect you, us, or others from security threats by enhancing the security of our network and information systems;
2. To operate, administer and expand our business and the Website, to enable you to use the Website and to provide customer service;
3. To comply with applicable laws, industry regulations and enforcement authorities;
4. To improve, enhance, modify and personalize your experience Using the Website;
5. To contact you and to send you legal updates and reviews, direct mail, marketing information, newsletters, and promotional offers that may be of interest to you; and
6. For analysis, segmentation, monitoring and management of our business and the Website.

Retaining and processing information about you is based on the need to enable you to Use the Website, on your consent, or on our legitimate interests in operating the Website for the purposes described above.

Mail and Direct Mail

We may use your contact information in order to keep in touch with you, to send you legal updates and reviews, direct mailing, newsletters, updates, and to notify you of various notices (“Mail”). **If you do not wish to receive Mail, you may contact us and request that your name be removed from the mailing list, by clicking on a link that appears in each e-mail message sent to you, or by contacting: +972 3 567 0700; or by email at: info@s-horowitz.com.**

We will remove your information from the mailing list, in accordance with your request and applicable law.

Sharing and Transferring Your Information

For the purposes and uses detailed in this Privacy Policy, and to support and operate the Website (including through “Cloud Services”), we may transfer information about you, to third parties, including various service providers – in Israel and abroad.

We will also pass on information to third parties, in the following cases:

1. In the event that you violate the Terms of Use of the Website, or if you perform any actions that appear to be in violation of any law;
2. In order to personalize content for you;
3. If we receive a judicial order or regulatory instruction, ordering us to provide the information;

The third parties to whom we may transmit information are:

1. Our Business partners, service providers, subcontractors and consultants.
2. Entities that a judicial or regulatory body may order to grant them access to information.

In any event that we transmit information about you outside the borders of Israel, the transfer of the information will be performed in accordance with the law and this Privacy Policy.

Securing and Protecting Your Information

We invest a lot of effort to protect your information and we implement various information security systems and procedures. However, our protection and information security systems are not completely immune to all unauthorized penetration or access, and **they do not provide absolute protection**. We shall not be held liable for any damage you may incur as a result of such penetration, unauthorized use, or theft of information.

Any Use of the Website could expose you to a variety of dangers associated with using the internet: computer or mobile phone

penetration, viruses, malware, etc. We recommend that you install adequate security software and security means before Using the Website.

Cookies, Monitoring and Tracking Technologies

The Website includes “cookies” (strings of letters and numbers stored in your device’s memory, which allows storing information about you), and other monitoring tools and tracking technologies, including Pixels, web beacons, tags, and similar tools (together – “**cookies**”). The cookies contain information about your surfing habits, the pages you have visited, the length of time you spent on the Website, details of your ISP, IP address, and more.

The cookies are used for various purposes: gathering statistics, the proper operation of the site, adjusting the site to your personal preferences, monitoring surfing habits and activities, surfing history, characterizing your usage of the Website, control, evaluation and analysis purposes, personalize the content displayed to you, improving the service and user experience, advertising and marketing tailored to your preferences, information security, and other purposes.

Some of the cookies and other systems that operate on the Website are operated by third parties or as part of the service provided by those third parties within the framework of the Website (including Google, Facebook, LinkedIn, etc.).

You can disable or delete cookies by changing the settings on your internet browser.

One of the systems that operate on the Website is **Google Analytics**, which collects information about users’ surfing habits. For more details about this system (including limiting the operation of such system), please see these

links: <https://policies.google.com/privacy?hl=iw>, <http://www.google.com/analytics/terms/us.html>, <https://tools.google.com/dlpage/gaoptout>

Retention of Your Information

The identified information about you will be collected, produced and stored in our database.

We will retain the information about you during the period that you use the Website, and afterwards for the purposes described in this Privacy Policy.

We will also retain the information about you during the period required to protect and maintain our legal rights, as well as in order to comply with legal or regulatory requirements, the prevention of deception or fraud, enforcement of this Privacy Policy and Terms of Use of the Website.

Your Rights with Regard to your Personal Information

(1) The right to review the information

You are entitled to review information that was collected about you, that is stored in our databases, and which is identified and associated with you. It is not possible to review information which is not identified and associated with you.

(2) The right to amend information

If you have found that the information stored about you is incorrect, incomplete, unclear or outdated, you may contact us with a detailed request to amend or delete the information.

To exercise these rights, please contact us using the contact information provided at the end of this Privacy Policy. We will review your application and respond according to the time limits as required by law. If we refuse to accede to your request, you may appeal to the Magistrate's Court, in accordance with the law.

(3) The right to cancel consent

You are entitled, at any time, to cancel your consent to receive Mail, by contacting us with an appropriate request. For additional details, see the section on mail above.

(4) Additional rights regarding information

You may be entitled to additional rights regarding information about you: rights to delete information, to limit and stop the processing of information, or to transfer information to other entities. Enquiries about these issues or regarding other matters related to this Privacy Policy can be referred to us using the contact information appearing at the end of this Privacy Policy. We will review your enquiry and respond accordingly.

Even if we delete, amend information, or grant your request in any other manner, we will in any case continue to retain information we require for managing the Website and our businesses, including documenting operations, as well as

information required to defend and protect our legal rights, or for complying with legal or regulatory requirements, to prevent deception or fraud, and for the enforcement of this Privacy Policy and Terms of Use of the Website.

Changes in this Privacy Policy

We will update this Privacy Policy from time to time. The binding version of this Privacy Policy is the latest version displayed on the Website, and you accept and agree to the Privacy Policy including all of its provisions, and any amendments and updates thereof. Please review this page from time to time to check the latest and most binding version of this Privacy Policy.

Contact Information

If you have any questions, concerns, or suggestions regarding this Privacy Policy, or regarding your rights, please contact us at:

ella.barabie@s-horowitz.com