

## Privacy Policy

### Dear visitor,

The purpose of this privacy policy (the “**Privacy Policy**”) is to explain how we at AK & Co. Law Firm and Advocates and Legal Consultants (the “**Firm**”) collect and process personal information.

We collect personal information about visitors to the website: [www.aklawfirm.co.il](http://www.aklawfirm.co.il) (the “**Visitors**” and the “**Website**”, respectively) and about the Firm’s other clients (together with the Visitors – the “**Firm’s Users**”).

Personal information in this Privacy Policy refers to “information” as defined in the Protection of Privacy Law, 5741-1981 (the “**Protection of Privacy Law**”) and any data that allows identification of any person, whether directly or indirectly.

Any use of and/or attempt to use the Website and the Firm’s services constitute consent to this privacy policy, including consent to the collection and processing of personal information as detailed below. The foregoing does not derogate from other consents that you have given us explicitly or implicitly.

**You hereby declare that you are over 18 years of age. If you are not over 18 years of age, or if you do not agree to this policy, you must leave the Website and refrain from using the Firm’s services.**

1. **Duty of disclosing personal information.** You are under no legal duty to provide us with any personal information.
2. **Updates and changes to the Privacy Policy.** We may change our Privacy Policy from time to time. Changes in the policy shall appear on the website and take effect immediately, unless stated otherwise. The Firm’s Users are advised to visit the Website often in order to keep up-to-date on changes to the Privacy Policy.
3. **How is personal information collected?** Personal information is collected through different platforms and means, including –
  - Data provided by the Users on the Website.

When you provide the Firm with data or personal information, such as contact details in the relevant fields on the Website, or in you communication with us. Such data may include details such as “first name”; “last name”; “telephone number”; “email”; “company”; “position”; “message content” and additional data provided by the Users in the framework of their interaction with the Firm.

- Data delivered by the Firm’s clients and suppliers in the framework of their engagement with the Firm.

Some data is collected in the course of the engagement with you, such as bank account details, medical documents, commercial documents, economic information, confidential information, personal information and any other data required in connection with our Firm’s services.

- Automatic data collection.

Some data may be collected automatically in the course of using the Website and/or in the process of receiving/providing the services.

- Data collection from third parties. As necessary, we may receive personal information or data about you from third parties, and you hereby approve our receipt of such data.
  - Information on others. It is possible that you will provide us with information on others. You must ensure that you are providing such information lawfully (you may consult us for this purpose).
4. **Collection of personal information – goals.** The personal information is collected for the Firm’s activity, among others –
- In order to provide you with information and for the engagement with you.
  - To conduct the Firm’s activities and to provide you with services, whether by us or with the assistance of third parties. In this way, for example, personal information is used to manage and supervise the Website and our various services, and to respond to your inquiries.
  - To make content available to you and to send you information and notices about the Firm, direct mailing and/or direct mailing services, as defined in the Protection of Privacy Law (“**Direct Mailing**” and “**Direct Mailing Services**”), and to maintain contact with you during and after the provision of the services.
  - For business purposes, such as collection, improvement of existing services and development of new services and products.
  - To realize, enforce and/or protect the rights of the Firm and/or third parties.
  - To comply with the provisions of law and/or rules of ethics (including provision of information to authorities and/or according to directives from authorities).
  - For security purposes. Such goals include, among other things, performing various analyses for security purposes and as protection against infringement of the rights, property or security of the Firm and/or the Firm’s Users, as necessary or permitted pursuant to applicable law.
  - We may collect aggregate data, statistical data and other data deriving from the personal information and additional data in our possession.

5. **Cookies and data-collection technologies**

- The Website may include use of cookie files, internet pixels, “flash” or other tracking technologies (hereinafter “**Data Collection Technologies**”), which serve, among other things, to operate and improve the user experience on the Website.
- In some cases, the Data Collection Technologies are stored on your device and/or computer, while in other cases, they are installed on the User’s browser. The Data Collection Technologies may be used, among other things,

to verify information and details, for data security, to present the content to the user and to operate certain functions automatically. In most cases, Data Collection Technologies store data that does not directly identify the User, such as the websites that the User visited, the duration of their search etc.

- Modern internet browsers usually include an option to avoid receiving cookies and to erase them when necessary. However, neutralizing receipt of cookies or alternatively erasing and/or changing “flash” attributes may make it impossible for you to use part of the services and functions of the Website and may diminish from your benefit of using the Website.
- Third parties that provide services to the Firm for the Website’s operation and management may also use Data Collection Technologies and receive data such as the User’s device identification, IP address or the publication identification. The Firm is not responsible for the use of such third parties or any other factor that is not under its full control.

**6. Transfer of Personal Information to third parties.** The Firm may transfer personal information to third parties (also be way of granting access) –

- In order to provide our services and contents on the Website and/or by the Firm. In this way, for example, personal information about our clients is stored on different information systems and with different storage service providers.
- For the purposes appearing in this Privacy Policy and/or by law and to realize our legitimate interests.
- For the ongoing management of the needs of the Firm and the Firm’s Users and the duty imposed on the Firm by law.
- For the purpose of engaging with the Firm’s Users with regard to the Website and/or the services, through different means.
- In the framework of proceedings between the Firm’s Users and the Firm and/or any person on its behalf.
- In order to protect the rights of the Firm, the Firm’s Users and/or any third party.
- If it is required to do so by law and/or under a judicial order and/or for a report to a competent authority and/or in the framework of legal proceedings.
- In the case that the activity is transferred to another corporation or firm in any way, in case of a merger, or in case that we merge the Website’s activity with a third-party activity.

**7. Place of processing personal information.** The Firm processes the personal information that it is provided in Israel and in EU member states. However, the personal information may be stored/processed outside of Israel and/or EU member states, and you hereby give your consent to transfer to and/or processing in all

countries where the information is stored/processed, pursuant to the Terms as foregoing.

8. **Information security.** We employ different means to reduce the risk of damage, loss of information, unauthorized use or access of the personal information of the Firm's Users and the information on the Website, however notwithstanding the foregoing the means taken to protect the personal information cannot secure it absolutely. In case of any suspected breach of information security, you are requested to inform the Firm of this immediately, through the following contact details.
9. **Direct mail**
  - In leaving your details on the Website and/or registering for any of our events and/or registering on any other platform of ours, you are giving your consent to receive content from the Firm, also in the form of "advertisements", direct mail and more.
  - Such messages may be delivered through different means, including – (1) SMS; (2) email; (3) telephone; (4) WhatsApp etc., and may include different message such as contents about the Firm's activity and services, memos, position papers, events etc.
  - For your information, you may retract your consent at any time, request that your contact details be removed from the Firm's distribution list and state at any time that you do not wish to receive messages from the Firm (in general or certain types). To unsubscribe, press the link "unsubscribe" at the bottom of the email and/or contact the Firm, according to the following contact details. It is clarified that you will be removed only from the Firm's distribution lists.
10. **Governing law and jurisdiction.** This Privacy Policy shall be interpreted in light of the laws of the State of Israel, which shall alone govern it. In consenting to the use of the Website and/or giving/receiving the services, you are consenting that the exclusive jurisdiction regarding any demand, dispute or claiming arising from or in connection with this Privacy Policy shall be given to the competent courts in Tel Aviv only.
11. **Right to review.** The right to review your personal information that is in the possession of the Firm shall be granted in the appropriate cases subject to the provisions of the law. Contact must be made through the contact details appearing at the end of the document.
12. Your consent with respect to the personal information also applies to data that does not constitute personal information.
13. You hereby confirm and declare that any information that you deliver that relates to third parties was delivered lawfully and with permission.
14. **Questions and contact information.** If you have any questions or requests or any other inquiry with respect to the Website, to your personal information, to the services or with respect to our Privacy Policy and procedures, including request to remove your contact details from the Firm's distribution lists, please contact Adv. Assaf Kriel on: +972-523-529952, or by email to [assaf@aklawfirm.co.il](mailto:assaf@aklawfirm.co.il).