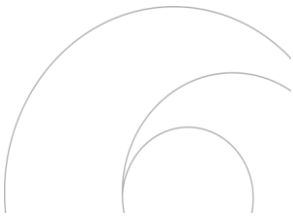


Privacy Policy

ezbob

Version	1.5
Creation Date	12.03.2020
Author of Document	Taisia Kris
Purpose of the Document	To establish management direction, procedural requirements, and technical guidance to ensure the appropriate protection of information
Classification	Public
Authorised by	Yaron Shoshani

Revision History	Date	Author	Classification	Description	Authorized By
1.1	17.07.2023	Dana Stern	Public	Regulation update	Tomer Turpaz
1.2	18.09.2023	Dana Stern	Public	Annual Review	Tomer Turpaz
1.3	19.08.2024	Ilan Kleinman	Public	Clause 6 has been updated	Avi Horowitz
1.4	17.7.2025	Dana Stern	Public	Annual Review	Shahar Lazarovich
1.5	09.06.2026	Dana Stern	Public	Annual Review and Update	Neomi Mor



1. ABOUT

ezbob Ltd (“We” or “Us”) and its affiliates are committed to ensure that your privacy and personal information are protected in accordance with accepted principles of good information handling and with applicable UK data protection legislation, including the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, the Privacy and Electronic Communications Regulations 2003 (PECR), the Data (Use and Access) Act 2025, and any legislation that amends or replaces them from time to time (the “**Data Protection Legislation**”). The terms: “personal data”, “processing (and “processes””, “controller,” and “processor” have the meanings ascribed to them in the GDPR.

This privacy policy describes how we process the personal data we obtain and collect from you when you use or visit our website (“Site”) or use the services provided by Us (the “Services”).

Your privacy is important to us. Please read this policy carefully.

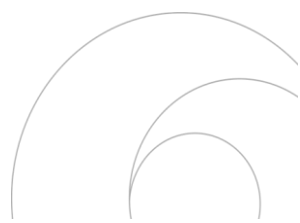
2. HOW WE COLLECT INFORMATION

We collect personal information through your interactions with Us, such as when you contact Us or when you provide your details on our Site to request information, when you use or visit our Site, and when you ask to subscribe to our blog or newsletter. We may also collect information about you from third parties (that are legally permitted to provide us with such information) from whom we may purchase or obtain business contact information containing personal information.

3. DATA WE COLLECT

We may collect and process all or some of the following categories of your personal data:

- Name;
- Title;
- Company name;
- Phone Number;
- Email Address;
- IP Address;
- Country;
- Physical address;



- Device type;
- Session and usage information;
- Other information that you may provide to us;
- Information we may learn about your company (e.g., company description, domain, address, year of foundation, revenue etc.).

3.1. Cookies

When you visit or use our Site, we may gather certain information automatically and store it in log files. This information (often called 'cookies') may include Internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, operating system, date/time stamp, and/or clickstream data. We may combine this automatically collected log information with other information we collect about you. We do this to improve the services we offer you, to improve marketing, analytics, or Site functionality.

We use ad cookies to analyse trends, administer the website, and track users' movements around our Site and the web. You can control the use of cookies at the individual browser level, but if you choose to disable cookies, it may limit your use of certain features or functions on our Site or Service.

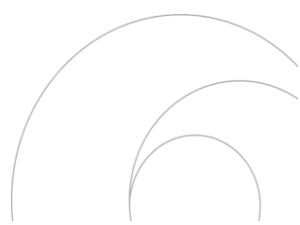
We use Google Analytics cookies for data analytics purposes, and you can find more information on how Google uses data from these cookies at google.com/policies/privacy/partners.

4. HOW WE USE THE PERSONAL INFORMATION AND OUR BASIS FOR PROCESSING

WE DO NOT SELL YOUR INFORMATION.

We process your personal data in the following ways:

We use the information you provide or we collect, to communicate with you, to deliver you the requested information about our products and services (or information we think you may find useful), to provide you with marketing communications, to provide and improve our Services or website and to comply with applicable laws, and to protect our legal rights. The legal basis for our processing of your information includes your consent, our legitimate interests, and our legal obligations. Where we rely on legitimate interests as a lawful basis for processing, our legitimate interests include operating and improving our business, responding to enquiries, maintaining the security of our systems, developing and marketing our products and services, and protecting our legal rights. We may also process your personal information to aggregate data on an anonymized basis in a way that it is no longer personally identifying.



5. YOUR CHOICE ABOUT YOUR PERSONAL INFORMATION

If you no longer want to receive marketing communications from us, you have the option to opt-out at any time by using the links in the marketing materials we send you or by contacting us data.protection@ezbob.com.

6. HOW WE SHARE YOUR PERSONAL DATA WITH THIRD PARTIES

We may provide and/or share your information with our trusted business partners and/or service providers who support us in operating the Site, providing our Services, conducting our business, or providing marketing services, and who have agreed to privacy restrictions by signing data protection agreements. If required to do so by law or regulation, we may provide and/or share your information with the relevant authorities. We do not provide personal information to third parties without your consent, other than service providers receiving information to perform services for us on our behalf, or as required by law.

7. FOR HOW LONG DO WE SAVE YOUR DATA?

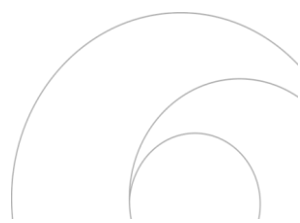
Subject to your rights under applicable law, we retain your Personal Information only for as long as necessary to provide or offer our Services. In addition, we retain Personal Information to the extent necessary to comply with our legal obligations.

8. SECURITY

8.1. Where do we save your data, and how do we handle global transfers and processing of your Personal Information?

Your personal Information may be stored and processed in any country where we have operations or engage service providers. This means that we may collect your Personal Information from, transfer it to, and store and process it outside of the UK or the EU (including in the United States).

Where this is the case, we will ensure the right security measures are taken so that your privacy rights remain protected as outlined in this Privacy Policy and that any transfer is made in accordance with the applicable provisions of the Data Protection Legislation.



8.2. How do we protect the security and integrity of your information?

Taking into account the nature, scope, context, and purposes of processing as well as the risk of and severity for the rights and freedoms of natural persons, we have in place appropriate technical and organisational measures (including physical and electronic controls) to ensure a level of security appropriate to the risk. While we follow generally accepted standards to protect your personal data, no method of storage or transmission is completely secure.

9. YOUR RIGHTS TO YOUR DATA

You have the right as an individual to find out what information we hold about you and for what purposes, as well as to access that information and make corrections if necessary. You also have the right in some circumstances to object to our use of your personal information, to ask us to restrict or erase your personal information or to request that your personal information is provided to you in a commonly used electronic format so that you can share it with other organisations.

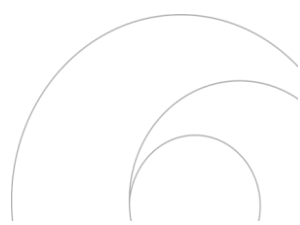
If you believe that we have breached your privacy rights in any way or wish to discuss any issues about our Privacy Policy or the way in which we handle your personal information, please contact our Data Protection Officer.

Telephone: 0203 769 3741

Address: 120 New Cavendish Street, London W1W 6XX, United Kingdom

E-mail: data.protection@ezbob.com

If you have a complaint about the way we process your personal information we hope that in the first instance, you will contact our data protection officer as provided for above, You may, however, also lodge a complaint with the UK Information Commissioner's Office.



10. MINORS

To use our Site or Services, you must be over the age of eighteen. Thus we do not intentionally process any personal information of minors and do not want to. If you have any reason to believe that a minor has shared personal information with us or we have inadvertently collected personal information of a minor, please contact our Data Protection Officer.

11. DATA PROTECTION AUTHORITY

ezbob is based in the United Kingdom, therefore we answer to the UK Information Commissioner's Office (ICO) regarding Data Privacy and Protection. Our ICO registration number is **ZA439499**.

12. EZBOB POLICIES

Ezbob operates its business in accordance with internal policies ("Policies") that reflect best industry practices for information security and privacy working methods and procedures. Ezbob's Policies align with and are compliant with the laws and regulations applicable to Ezbob.

If you wish to receive a copy of the list of Policies or a specific Policy, please contact Ezbob's compliance officer at data.protection@ezbob.com.

13. CHANGES IN PRIVACY POLICY

We may amend this policy from time to time to reflect changes to our information practices and/or applicable law. If we make any material changes, we will notify you by email or by means of a notice on our Site prior to the change becoming effective. We encourage you to periodically review this page for the latest information on our privacy practices.