

Privacy Policy

Data-Jce.com

1. Introduction

- 1.1. At Data-Jce electronics LTD., including its subsidiaries (hereinafter referred to as **"the Company"** or **"we"**), we respect your privacy and are committed to protecting your personal data.
- 1.2. The purpose of this privacy policy (hereinafter: **"the Policy"**) is to explain the Company's practices regarding the privacy of users of the website www.data-jce.com (hereinafter: **"the Website"**), including how we collect personal data, the purposes for which we use it, and how and with whom we may share it.
- 1.3. This Policy forms an integral part of our Terms of Use. By using this Website, you agree to the terms of this Policy. If you do not agree with any part of this Policy, please do not use the Website.
- 1.4. The Company may update this Policy from time to time. Updates will become effective once posted on the Website. Your continued use of the Website after any changes means you accept the updated Policy.
- 1.5. You agree that any dispute arising from your use of the Website will be governed exclusively by Israeli law and adjudicated solely in the competent courts of the Tel Aviv district.
- 1.6. The term "you" as used in this Policy refers to all users of the Company's services, as well as the personal data and other information relating to those users.

2. Collection of Personal Data

- 2.1. In general, this Website does not collect your personal data, and you are not required to provide us with personal data. However, while browsing the Website, you may choose to provide us—voluntarily and with your consent—with personal data, for example, when contacting us or signing up for a service or mailing list.
- 2.2. If you provide or upload any personal data to the Company or the Website, you represent that the personal data you provide and/or update is accurate and complete, and that you are providing the personal data for yourself or have legal authorization to provide it for another person. You are solely responsible for the personal data you provide.

- 2.3. Some services on the Website, now or in the future, may require registration. As part of registration, you may be asked to provide personal data, such as your name, address, and contact details (telephone, email). Required fields will be clearly marked. If you do not provide the requested data in the marked fields, you may not be able to register for certain services.
- 2.4. You are not required to provide us with your personal data, but in certain cases, if you do not provide the requested personal data, we may not be able to provide you with the services you request. For example, you may not be able to receive notifications, updates, or responses to inquiries, or register for services without providing certain personal data.
- 2.5. When using the Website and our services, we may collect personal data about you. This includes personal data you provide voluntarily, records of your customer service inquiries, statistical information that does not identify you, or data we automatically collect about your use of our Website. Types of personal data we collect may include your full name, email address, browser information, records of your inquiries, and more. Below is a detailed list of the types of personal data we collect and how we collect them:
 - 2.5.1. Personal data you provide voluntarily: When you sign up for our newsletter - your full name, email address, and telephone number.
 - 2.5.2. Personal data collected automatically: IP address, browser type, Website usage data, pages you viewed, products of interest, device identifiers, general location, as well as personal data collected through cookies, Google Analytics, Meta Pixel, and similar tools.
 - 2.5.3. Statistical information: The Company may collect anonymous or aggregate information (such as device type, operating system, device language, click stream, browsing duration). This information does not personally identify you.
 - 2.5.4. Customer service inquiries: The Company may keep records of your inquiries (including email correspondence or WhatsApp messages) for handling and quality assurance purposes.

3. Use of Personal Data

- 3.1. We may use your personal data to contact you to provide services you request, deliver information and updates you sign up for, send updates regarding your personal data stored in our systems and/or changes to this Policy, improve our services, protect your safety and the safety of our users, comply with legal obligations, and any other use necessary to provide you with our services in a secure and orderly manner.
- 3.2. We may use your personal data, together with information from other customers, for statistical and analytical purposes to improve our services and streamline our operations, while protecting your privacy and minimizing the use of your personal details where possible.
- 3.3. We may also use your personal data to prevent fraud or suspicious activity, maintain the security of our systems and users, protect our rights and legitimate business interests, and comply with our legal and regulatory obligations, including responding to court orders and requests from authorities as required by law.
- 3.4. We may use your contact information to send you marketing communications and service messages, as described in Section 6 of this Policy.

4. Sharing Personal Data with Third Parties

- 4.1. The Company will not share your personal data with third parties except in the following cases:
 - 4.1.1. With technology service providers (such as Google Analytics, cloud providers, mailing systems) or if required by law, court order, or legal process.
 - 4.1.2. To protect the rights, property, or safety of the Company or third parties.
 - 4.1.3. In connection with a merger, acquisition, or sale of all or part of the Company's assets, provided that the third party agrees to protect your personal data consistent with this Policy.
 - 4.1.4. We may share aggregated or de-identified information with third parties for research or service improvement purposes.

5. Use of Cookies, Analytics Tools, and Chatbots

- 5.1. The Website uses cookies and similar technologies (such as pixels and web beacons) for proper operation, improving user experience, statistical analysis, content and advertising personalization, and fraud prevention.
- 5.2. Types of cookies:
 - Essential cookies - required for basic operation of the Website.
 - Functional cookies - to improve user experience (such as saving preferences).
 - Statistical cookies - to collect anonymous usage data.
 - Advertising cookies - to display personalized advertisements.
- 5.3. Third-party cookies: The Website uses third-party tools (such as Google Analytics, Meta Pixel) that may place cookies on your device.
- 5.4. You can block or delete cookies through your browser settings; however, some Website services may not be available to you if you do so.
- 5.5. By using the Website, you consent to the use of cookies as described above.
- 5.6. Please note that advertisements and marketing-offers on the Website may be provided by third parties authorized by us. These third parties may use cookies that are not controlled by us, and their use is subject to their own privacy policies.
- 5.7. Automated tools, including chatbots, may be used to provide initial responses to inquiries and improve service. You can request to speak with a human representative at any time. The Company will not make automated decisions affecting your rights without human involvement.

6. Marketing Communications and Service Messages

- 6.1. We will only send you newsletters or marketing communications with your express consent, in accordance with Section 30A of the Communications (Telecommunications and Broadcasting) Law, 5742-1982.
- 6.2. Marketing communications may be sent by email, WhatsApp, SMS, or other digital means.
- 6.3. You may opt out of receiving marketing communications at any time by using the unsubscribe link in our messages or by contacting the Company directly.

7. Minors

The services on this Website are intended for individuals 18 years of age or older. We do not knowingly collect personal data from users under 18. If you are under 18, you must have your parent's or legal guardian's permission to use the services and provide personal data. If we learn that we have collected personal data from a minor without proper consent, we will delete that information as soon as possible.

8. Data Retention and Data Security

- 8.1. Personal data will be stored in the Company's databases as long as there is a legitimate business need (such as account management, service provision, or handling claims) or as required by law.
- 8.2. Instead of deleting personal data, the Company may de-identify or aggregate it so that it no longer identifies you.
- 8.3. You may contact the Company with requests related to your personal data, in accordance with legal provisions and subject to Section 11 below.
- 8.4. The Company takes reasonable and industry-standard security measures to protect personal data, including encryption, access controls, and system monitoring. However, remember that no method of transmission or storage is completely secure. Therefore, the Company is not responsible for unauthorized access or use of your personal data if it has taken all reasonable and legally required measures and the breach was caused by circumstances beyond its control.
- 8.5. When transferring personal data to third parties as described in Section 4, the Company uses vendors who maintain high standards of security and privacy protection. Only the personal data necessary to perform the requested services is shared with these external suppliers, subject to their agreement to maintain confidentiality and comply with our legal obligations.

9. Databases

Personal data collected will be stored in the Company's databases and under its responsibility, subject to the Privacy Protection Law, 5741-1981, and the regulations enacted thereunder, including the Privacy Protection Regulations (Data Security), 5777-2017.

10. Links to External Websites

The Website may include links to external websites or services (such as WhatsApp). Your use of these services is subject to the privacy policies of those third parties, and the Company is not responsible for their practices.

11. Data Subject Rights

In accordance with the Privacy Protection Law, 5741-1981, and the regulations enacted thereunder:

- 11.1. You have the right to request access to the personal data we hold about you.
- 11.2. You have the right to request correction or deletion of your personal data if it is inaccurate, incomplete, or outdated.
- 11.3. Requests should be directed to: assi@data-jce.com The Company will respond to your request as soon as possible and no later than 30 days from the date of receipt, in accordance with legal requirements.

12. Contact Us

For questions or requests regarding this Policy, you can contact us at: Phone: +972-3-6454444 Email: assi@data-jce.com. For any additional questions or inquiries regarding your personal data, you may also contact our Privacy Protection Officer at Email: assi@data-jce.com