

Privacy Policy

[Last Updated: July 21, 2025]

Termokir Industries (1980) Ltd. (the “**Company**” and/or “**We**”) attaches great importance to maintaining the privacy of its users (as defined below) and makes efforts to protect and properly safeguard their personal information and privacy.

This Privacy Policy (the “**Privacy Policy**”) applies in connection with any use and/or access to the Company’s website available at <https://termokir.co.il/> (the “**Website**”). The Website, which is owned by the Company, is an online platform that centralizes information about the range of innovative products and solutions that the Company develops in the field of construction, including technical specifications, professional application instructions, access to a Digital Advisor that helps tailor solutions to specific project needs, etc. (the “**Services**”).

As part of accessing the content available on the Website and using the Services offered on it, and depending on the type of use, the Company may collect personal information about Website visitors (collectively referred to as “**User(s)**” and/or “**You**”). The purpose of the Privacy Policy is to provide information to users about the information collected, the purposes of the collection, the use that will be made of the personal information, as well as the rights of the User in relation to its personal information.

The Company may (but is not obliged) to retain the personal information that will be collected in connection with the use of the Services about the Users in the Company’s databases, in accordance with the provisions of the Privacy Policy and in accordance with the provisions of applicable law.

Termokir Industries (1980) Ltd. Pvt. Co. 510890619 is the “Controlling owner of the Database” in relation to personal information collected in the context of the use of the Services, as defined under the Privacy Protection Act 5741-1981 (“Privacy Protection Act”). For any questions related to the Privacy Policy and/or the collection and use of personal information, you can contact us, as follows:

Company Office Address: Kibbutz Horashim, 4586500

Email address: info@termokir.co.il

This Privacy Policy is written in the masculine form for convenience only, but it is intended for all individuals using the Services, regardless of gender or identity. The Privacy Policy is an integral part of the Website Terms of Use available at: <https://termokir.co.il/Terms/> (“**Terms of Use**”) and applies to all Services, as applicable.

1. User Consent to the Terms of the Privacy Policy

By accessing the Website as well as using the Services, you agree to the collection and use of personal information by the Company in accordance with the Privacy Policy. If you do not agree to the Privacy Policy, in whole or in part, or if you are not legally qualified to give such consent, you must refrain from using the Services.

It is hereby clarified that you do not have any legal obligation to provide the Company with personal information. The provision of personal information by you depends on your free will and consent. However, the provision of certain

personal information may be necessary in order to fulfill the purpose for which it is collected, including for the receipt of certain services, as detailed in Section 2 of this Privacy Policy.

Without derogating from the above, you declare that you are aware that without providing the required information in the mandatory fields on the Website, which may vary depending on the type of service requested, you will not be able to receive the response and/or service requested. For example, if you wish to contact us to receive answers to certain questions, we will not be able to provide you with an answer without you providing us with your contact information. If you provide us with information about another person, you declare that you have all the necessary and valid consents for the purpose of providing such information.

2. Information Collected When Using the Services, the Purpose of Collecting It and Its Use By the Company

2.1. When accessing and/or using the Services, the Company may collect and use different information, depending on the type of use:

- **Personal Information** — Means information relating to a person identified or identifiable through reasonable effort, directly or indirectly. For example, information that can be used to contact you, including, your name, email address, telephone number, etc.
- **Information that Does Not Identify the User** — Means information that in itself is not linked to a particular User, device or browser, and includes primarily aggregate usage information of the User (which is not identified as mentioned above) and/or technical information transmitted from the device used (such as device type, browser type, operating system, language), as well as statistical information related to the scope of use of the Website including date and time of use, duration of use, Frequency of use, observed pages and the like. The Company may make unlimited use of this information, and it is primarily used for the purpose of operating the Website, analyzing trends, improving the services and improving the User Experience.

2.2. The Company may collect the information above and below when such information is provided directly by the user and/or automatically through the use of technological tools and information-aggregating technologies such as “Cookies” and/or other technological tools and/or on behalf of third parties.

2.3. The Company may collect the following types of Personal Information about the User, for the purposes set out below:

Types of Personal Information	Purpose of Collection and Use
<u>Information Collected When Contacting Us</u> If the User chooses to contact the Company, by any means of contact that the Company makes available to the Users (including via email and/or through an online contact form offered on the Website), the User will be asked to provide the Company with contact details such as full name, email address and telephone number.	The Company will use this information for: <ul style="list-style-type: none">• Contacting and responding to the User's request and for providing the information and/or service requested by it.• Internal statistics and analysis by the Company, analysis of trends and traffic patterns for the purpose of improving Services and User Experience, including

<p>In addition, the Company will collect information related to the content of the referral and correspondence conducted with the User, as well as any information that the User voluntarily provided in the framework of its contact with the Company.</p> <p>When accessing and using the Digital Advisor, the User will be asked to provide its position as well as the area in which the job is requested. Insofar as you choose to receive the Digital Advisor's recommendations via email or phone, it will be required to provide its contact information.</p>	<p>improving customer service and maintaining internal documentation.</p>
<p><u>Online Identifiers and Usage Data</u></p> <p>When browsing the Website and using the Services, the Company may collect online identifiers such as an Internet Protocol (“IP”) address, an identifier linked to “Cookies”, an identifier associated with a browser and/or mobile device, etc. (“Online Identifiers”).</p> <p>In addition, when browsing the Website, the Company may collect data related to the User's device such as device type, operating system, language preferences, etc., as well as service usage data such as date and time of use, duration of use, frequency of use, documentation of actions and interaction with the Website, usage history, websites or publications that have linked the User to the Website (e.g. marketing campaign from which the User came to the Website), pages viewed by the User, crash and error data as part of using the Website, etc. (“Device and Usage Data”).</p> <p>The information mentioned in this Section may be collected directly by the Company or through technological tools embedded on the Website, such as Cookies, on behalf of third parties that the Company uses (see details on this matter under Section 3 of the Privacy Policy).</p> <p>The Company will process device and usage data as Personal Information, insofar as it is linked and/or cross-linked with online identifiers and/or with other Personal Information of the User (such as contact information).</p>	<p>The Company will use this information for:</p> <ul style="list-style-type: none"> • The provision, management, operation and security of Services, including for the purpose of correcting faults, technical problems and errors. • Internal statistics and analysis by the Company, analysis of trends and traffic patterns for the purpose of improving Services and User Experience. • Online advertising and marketing of the Website, including targeted advertising, as well as analysis of the effectiveness and performance of the Company's online advertising activities.

<p><u>Information Collected When Registering for Mailing List</u></p> <p>The Website offers Users the option to subscribe to a mailing list and/or newsletter containing updates, professional materials, and marketing content from the Company. To complete the registration, the User will be asked to provide an email address.</p>	<p>The Company will use this information for:</p> <ul style="list-style-type: none"> • The contact details provided will be used for the purpose of sending the mailing, information, and marketing materials the User has subscribed to receive. • Your subscription to the mailing list constitutes your consent to receive marketing communications, including professional information, via email and/or text messages. This includes messages that may be considered “advertisements” as defined in Amendment No. 40 to the Israeli Communications Law (Telecommunications and Broadcasting), 5742-1982, and/or “Direct Mail” as defined in the Israeli Privacy Protection Law. The content that will be sent to you is in connection with the contents and services presented and offered on the Website. • The User may unsubscribe from the mailing list at any time by using the “unsubscribe” link provided in the marketing message and/or by contacting the Company, and/or by any other method described within the received mailing.
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3. Use of Technological Tools and Cookies

- 3.1. When accessing and using the Website, the Company may use various technological tools that automatically collect information, such as “Cookies”, for various purposes, including the proper operation of the Website and its security, to improve the browsing experience of the Website and the use of the Services, to collect statistics about the use of the Website, retaining User preferences, etc. Cookies are small text files that are stored by the Company's server in the memory of the User's computer or device or browser. These tools may include the automatic collection of information, including personal information, such as online identifiers and device and usage data (as defined under Section 2 of the Privacy Policy).
- 3.2. The Company may make use of such technological tools on behalf of third parties, including technological tools used for advertising and online marketing. It should be noted that certain third parties who have used technological tools on their behalf for online advertising and marketing (for example on behalf of Google), may collect and use certain data independently, combining it with other information collected from your online activities on other websites, for the purpose of displaying personalized advertisements, as well as providing aggregate analysis of the performance of an online advertising campaign. It is clarified that these third parties collect and use the

data subject to their privacy policies and therefore we recommend that you review the privacy policies of these third parties as set out below.

3.3. Below is a list of the tracking tools used by the Company on the Website:

- **Google Analytics, Google Tag Manager, Google AdWords**

Purpose of Use: Analysis of statistical and aggregate information, operations and advertising, including personalized advertising.

Privacy Policy: For more information about how Google uses data derived from the use of Google's monitoring tool in Google Analytics we recommend that you review Google's policy at: <https://policies.google.com/privacy?hl=iw>. We also recommend that you review the current opt-out options of Google Analytics at: <https://tools.google.com/dlpage/gaoptout>. For more information about the use of Google's technologies and monitoring tools, please visit: <https://policies.google.com/technologies/partner-sites?hl=iw> and: <https://policies.google.com/technologies/cookies?hl=iw>.

- **Facebook**

Purpose of Use: Operations and advertising, including personalized advertising.

Privacy Policy: For more information about how Facebook uses data generated from the use of its technological tools, it is recommended to review Facebook's policy at: <https://help.facebook.com/privacy/policy?subpage=1.subpage.4-InformationFromPartnersVendors>.

- **LinkedIn**

Purpose of Use: Operations and advertising, including personalized advertising

Privacy Policy: For more information about how LinkedIn uses data generated from the use of its technological tools, it is recommended that you review LinkedIn's policy at: <https://www.linkedin.com/legal/privacy-policy> and the Cookie Policy at <https://www.linkedin.com/legal/cookie-policy>.

- **TikTok**

Purpose of Use: Operations and advertising, including personalized advertising

Privacy Policy: For more information about how TikTok uses data generated from the use of its technological tools, please review TikTok's policy at: <http://tiktok.com/legal/page/row/privacy-policy/en> and the Cookies Policy at <https://www.tiktok.com/legal/page/global/tiktok-website-cookies-policy/en>.

3.4. **Opting Out of Data Collection via Cookies:**

The settings of each browser include the possibility to refuse to accept Cookies and delete existing Cookies. Please refer to the instructions in your browser to learn how to manage your preferences regarding the use of Cookies. If you choose to block or delete Cookies, some Services on the Website may not be accessible and/or your experience of using the Website may be limited.

4. Transfer of Information and Sharing of Information With Third Parties

The Company will not share with third parties the personal information collected about you in the course of using the Website, except as set out below:

- 4.1. **Suppliers and Service Providers** – The Company may transfer the information to suppliers and/or service providers and/or subcontractors, in Israel and/or abroad, who provide services for it, including marketing services, storage, servers, customer service, support service, and the like.
- 4.2. **Online Advertising and Analytics Providers** – The Company may share information with third parties through the use of “Cookies” and technological tools for online advertising (as detailed under Section 0 of the Privacy Policy).
- 4.3. **Compliance With the Legal Provisions and/or the Administration of Legal Proceedings** — The Company may share information for the purpose of clarifying claims and managing disputes and/or legal proceedings that will be conducted between the User and/or those on its behalf and the Company and/or on his behalf including third parties related to its business and/or in any case in which the Company believes, at the Company’s sole discretion, that the provision of the information is necessary in order to prevent material damage to the Company and/or the Users; and/or to other third parties.
- 4.4. **Enforcement of Terms of Use, Security and Fraud Prevention** — The Company may share information with relevant third parties in the event that it believes that any of the actions of the Users of the Website violate the Terms of Use of the Website or have been done in violation of any law and/or in the event that the Company is obliged to do so by a judicial order and/or order of any competent authority (Tax Authority, Israel Police, etc.) and/or under any law.
- 4.5. **Merger, Acquisition or Organizational Change** — Subject to the provisions of the law, the Company may transfer all information about users gained from it in the course of the transfer or conversion of its business (all or part of it) and/or restructuring, merger, joint ventures and other transactions in connection with its business (including in the framework of negotiating such transactions) and for the continued provision of services by the third party.

5. Information Security and Transfer Outside of Israel

The Company implements industry-standard security measures to maintain the confidentiality of Users’ Personal Information, protect their privacy, and reduce the risk of unauthorized access to or use of such information. However, complete protection cannot be guaranteed and there may be security breaches and intrusions into systems that are beyond the reasonable control of the Company. Subject to the Company’s obligations under law, the Company does not undertake that the Website and/or the systems used to store the Personal Information will be completely immune from unauthorized access to the information stored therein.

In Addition, the Company may process or store information both in Israel and outside of Israel. The User hereby acknowledges that by using the Website, its information may be transferred, stored and processed on the Company’s servers and/or by suppliers outside the State of Israel. The transfer of information shall be made in accordance with the provisions of the applicable law.

6. Duration of Information Retention

We will retain your personal information for the period of time necessary to fulfill the purpose for which it was collected, and in particular to provide you with the services. Your personal information may be retained for a longer period, as and when we deem

necessary, in order to comply with our legal obligations, resolve disputes and enforce our agreements.

7. User Rights Regarding Personal Information

The Company respects your privacy and control over your Personal Information. Under the Privacy Protection Act, your rights regarding your Personal Information contained in the Company's database are as follows:

- א. You may request to review the Personal Information about you held by the Company.
- ב. You may correct and/or delete the Personal Information about you if you have found that the Personal Information is incorrect and/or out of date.
- ג. If you do not wish to receive marketing communications from the Company, you may, at any time, request your removal from the mailing list using the "Remove" option in the marketing message sent to you.
- ד. In addition, if the Personal Information held by the Company is used for the purpose of direct communication with the User based on their affiliation with a specific population group (known as "Direct Mail"), in accordance with the provisions of the Israeli Privacy Protection Law, you are entitled to request in writing the deletion of such Personal Information from the database used for Direct Mail.

You may request to exercise your above rights by contacting the Company at the email address: info@termokir.co.il

Please note that, after requesting removal from the mailing list mentioned above, you will not be sent marketing messages, however, the Company may continue to send you inquiries required for the service (for example, responding to your enquiry). It is also clarified that information necessary for the Company to conduct its business, including documentation of actions performed in connection with Services provided, will be retained by the Company in accordance with law, but will no longer be used for Direct mail purposes and/or for any other purpose except for complying with the provisions of the law and/or protecting the Company's rights under law.

When requesting to correct and/or review and/or delete personal information as mentioned above, and in order to protect users' privacy, the company may request certain details for identification purposes prior to responding and/or fulfilling the request.

8. Changes to the Privacy Policy

We reserve the right to change this Privacy Policy from time to time and as necessary at the sole discretion of the Company and subject to legal provisions, without the need for notice, prior and/or retroactive notice. Any changes that may be made will take effect immediately upon the posting of the updated Privacy Policy on the Website. The date of the update will be indicated under the "Last Updated" heading at the top of the Privacy Policy. Therefore, it is recommended that you review the Privacy Policy from time to time. Your continued use of the Services after such changes are made will indicate your acceptance of these changes and the updated Privacy Policy. Unless you agree to the changes mentioned above, all or some of them, please refrain from continuing to use the Services.