

FireTech Privacy Notice

We at FireTech recognize and respect the importance of maintaining your privacy. This Privacy Notice describes the types of information we collect from you when you visit our website ("**Site**"), use our networking platform ("**Platform**"), or register and/or attend our conferences ("**Conferences**"). This Privacy Notice also explains how we process, transfer, store and disclose the information collected, as well as your ability to control certain uses of the collected information. "**You**" means any visitor of our Site, user of our Platform, or anyone who registers to attend our Conferences.

The term "**FireTech**", along with the terms "**us**", "**we**", or "**our**", refer collectively to the following entity:

- Arrowmedia Israel Ltd., incorporated in Israel, having its office at Hagavish 3 St., P.O. box 7107, Kfar Saba, Israel;

If you are an individual located in the European Union ("**EU Individual**"), some additional terms and rights may apply to you, as detailed herein. The FireTech Group Entities serve as joint controllers with respect to the processing activities herein. For more information about the relationships between the FireTech Group Entities, please contact us at FireTech@israeldefense.co.il. Additional entities who may be serving as separate, independent controllers are listed below.

"**Personal Data**" means any information that refers, is related to, or is associated with an identified or identifiable individual or as otherwise may be defined by applicable law. This Privacy Notice details which Personal Data is collected by us in connection with provision of the Site, Platform, and Conferences.

Privacy Notice Key Points

The key points listed below are presented in further detail throughout this Privacy Notice. You can click on the items in this section in order to find out more information about any topic. These key points do not substitute the full Privacy Notice.

1. [Personal Data We Collect, Uses and Legal Basis.](#)
2. [Additional Uses.](#)
3. [Sharing the Personal Data We Collect.](#)
4. [International Transfer.](#)
5. [Security.](#)
6. [Your Rights - How to Access and Limit Our Use of Certain Personal Data.](#)
7. [Data Retention.](#)
8. [Cookies and Similar Technologies.](#)
9. [Third-Party Applications and Services.](#)
10. [Communications.](#)
11. [Children.](#)
12. [Changes to the Privacy Notice.](#)
13. [Comments and Questions.](#)

1. **Personal Data We Collect, Uses and Legal Basis.** Depending on your usage, we collect different types of data and we and any of our third-party subcontractors and service providers use the data we collect for different purposes, as specified below. You have no

legal obligation to provide us with Personal Data, but if you refuse to provide such Personal Data, we may not be able to register you to the Platform or Conferences and/or provide you with services in connection with them.

- 1.1. **Conference Registration Data** – In order to register for our Conferences as a participant or representative of a sponsor and you will be required to provide us with the following Personal Data: your name, email address, phone number, country, the organization with which you are associated, and your role and position level within that organization. You may also choose to provide additional details like your full address or answer certain optional questions about your interests and preferences as part of the registration process.

How we use this data: (1) to register you for our Conference, including to create and issue your conference badge; (2) to respond to your inquiries, requests, and complaints, and to contact and communicate with you; (3) to evaluate and improve our services, and develop new products and services, including by conducting market research and surveys; (4) if you have consented, to provide you with informational newsletters and promotional materials relating to the Conferences and related services that we, our related or group companies or our business partners offer; and (5) if you have consented, we may share your Personal Data with business partners to allow them to contact you independently. For more information about our direct marketing activities and how you can control your preferences, please see the Direct Marketing section below.

Legal Basis: (1) When we process your Personal Data for the purpose of registering you for the Conference and responding to your inquiries, we do so in performance of our contract with you. (2) When we process your Personal Data for the purposes of evaluating our services, such processing is based on our legitimate interests. (3) When we process your Personal Data for the purpose of providing you with informational newsletters and promotional materials or when we share your Personal Data with third parties, such processing is based on your consent.

- 1.2. **Payment Data** - If you make a payment as part of the registration process, we receive the last four (4) digits of your credit card number.

How we use this data: To process the payment for your purchase.

Legal Basis: We process this Personal Data for the purpose of performance of a contract with you when processing payments.

- 1.3. **Platform Registration Data.** If you have registered for a Conference (except in the case where you have registered for an Exhibition Visitor Pass), you will be given the option to register for our networking Platform. You may choose whether you would like to be visible on the Platform. When you register for the Platform, you will have the option to add additional information such as your social networking information and your picture. Note that if you do not choose to be visible, this information will not be available to other participants.

How we use this data: To register you for our Platform.

Legal Basis: When we process your Personal Data for the purpose of registering

you for the Platform, we do so in order to provide the Platform to you, which is considered performance of a contract with you.

- 1.4. **Pictures and Videos** – We may hire photographers or videographers to cover our Conferences. Participants may be photographed directly or may appear in the background of event photos or videos.

How we use this data: We may post videos or pictures of Conferences, including on social media, to notify or update the public that the event took place. We may tag individuals in specific photos. We may also use the photos in other marketing materials.

Legal Basis: When we collect event pictures, we do so on the basis of our legitimate interest to market future Conferences and our Services.

- 1.5. **Digital Event Registration Data** – When you register for online conferences, lectures, courses, lessons, presentations, or similar events ("**Digital Event**"), you will be required to provide your name, email address, phone number, country, the organization with which you are associated, and your role and position level within that organization. You may also choose to provide additional details like your full address or answer certain optional questions about your interests and preferences as part of the registration process.

How we use this data: (1) to register you to the Digital Event; (2) to respond to your inquiries, requests, and complaints, and to contact and communicate with you; (3) to evaluate and improve our services, and develop new products and services, including by conducting market research and surveys; (4) if you have consented, to provide you with informational newsletters and promotional materials relating to the Digital Event, our Conferences and related services that we, our related or group companies or our business partners offer; and (5) if you have consented, we may share your Personal Data with business partners to allow them to contact you independently. For more information about our direct marketing activities and how you can control your preferences, please see the Direct Marketing section below.

Legal Basis: (1) When we process your Personal Data for the purpose of registering you for the Digital Event and responding to your inquiries, we do so in performance of our contract with you. (2) When we process your Personal Data for the purposes of evaluating our services, such processing is based on our legitimate interests. (3) When we process your Personal Data for the purpose of providing you with informational newsletters and promotional materials or when we share your Personal Data with third parties, such processing is based on your consent.

- 1.6. **Contact Information** – When you use the contact form on our Site, we collect your full name, company/organization, your position within that organization, your country, email address, phone number, as well as the purpose of the contact and the content of your inquiry.

How we use this data: To respond to your request or inquiry, and, if you have consented, to provide you with informational newsletters and promotional materials relating to services that we or our business partners offer.

Legal Basis: We process this Personal Data based on performance of a contract when we respond to your inquiry. We provide you with newsletters and promotional materials based on your consent.

- 1.7. **Automatically Collected Data** – When you visit the Site, we automatically collect information about your computer or mobile device, including non-Personal Data such as your operating system, and Personal Data such as your IP address, device ID, as well as your browsing history and any information regarding your viewing or use of our Site. For more information about the cookies and similar technologies we use and how to adjust your preferences, please see the section "Cookies and Similar Technologies" below.

How we use this data: (1) to review usage and operations, including in an aggregated non-specific analytical manner, develop new products or services and improve current content, products, and Services; (2) to prevent fraud, protect the security of our Site and address any problems with the Site; (3) subject to your consent, to provide you with customized content, targeted offers, and advertising related to our products and services, based on your usage history on the Site on other third-party sites or apps you may visit and/or use.

Legal Basis: We process this Personal Data for our legitimate interests to develop and improve our products and services, review usage, perform analytics, prevent fraud, for our recordkeeping and protection of our legal rights and to market our own products and services and/or services of our group entities. We will only use your Personal Data for marketing third parties' products and services if you have consented to such use. Additional information regarding direct marketing is provided below.

2. **Additional Uses.**

- 2.1. Statistical Information and Analytics. We and/or our service providers use analytics tools, including "Google Analytics" to collect and analyze information about the use of the Site and/or Platform, such as how often users visit the Site, what pages they visit when they do so, and what other sites and mobile applications they used prior to visiting the Site. By analyzing the information we receive, we may compile statistical information across a variety of platforms and users, which helps us improve our Site and our services, understand trends and customer needs and consider new products and services, and tailor existing products and services to customer desires. You can find more information about how Google collects information and how you can control such use at <https://policies.google.com/technologies/partner-sites>.
- 2.2. Direct Marketing. As described above, we may use Personal Data to let you know about our products and Services that we believe will be of interest to you and, if you have consented, about products and services of third parties. We may contact you by email, post, or telephone or through other communication channels. In all cases, we will respect your preferences for how you would like us to manage marketing activity with respect to you. To protect privacy rights and to ensure you have control over how we manage marketing with you:

- 2.2.1. We will take steps to limit direct marketing to a reasonable and proportionate level and only send you communications which we believe may be of interest or relevance to you.
- 2.2.2. You can ask us to stop sending email marketing by following the "unsubscribe" link you will find on all the email marketing messages we send you. Alternatively, you can contact us at FireTech@israeldefense.co.il.
- 2.2.3. You can change the way your browser manages cookies, which may be used to deliver online advertising, by following the settings on your browser as explained below. If our marketing activities are based upon your consent, you may withdraw this consent at any time.

We recommend you routinely review the privacy notices and preference settings that are available to you on any social media platforms as well as your preferences within your account with us.

3. **Sharing the Personal Data We Collect**. We share your information, including Personal Data, as follows:

- 3.1. **Affiliates**. We share information, including your Personal Data, with the various FireTech Group Entities listed above for the purpose of management of our business.
- 3.2. **Co-Organizers**. If the Conference is organized in conjunction with another party, the other organizer of the Conference will have access to the Personal Data we collect and may use this Personal Data as an independent controller, for its own purposes, and in accordance with its privacy policy.
- 3.3. **Your Company**. If you register as part of your company or an organization with which you are affiliated, using a voucher code they provided to you, we will share information about your registration with such entity. We do so in order to perform our contract with you and allow you to register as part of such entity.
- 3.4. **Other Participants**. Exhibitors at Conferences may ask to scan your badge. If you choose to allow your badge to be scanned, which you are not required to do, we will share your Personal Data with the relevant exhibitor. The exhibitor may use your Personal Data at its discretion, including to communicate with you for commercial purposes. In such instance, you subject yourself to the exhibitor's privacy practices. We have no control over or liability for the exhibitor's use of your Personal Data.
- 3.5. **Service Providers, and Subcontractors**. We disclose information, including Personal Data we collect from and/or about you, to our trusted service providers and subcontractors, who have agreed to confidentiality restrictions and who use such information solely on our behalf in order to: (1) help us provide you with the Site, Platform, or Conferences, as applicable; (2) aid in their understanding of how users are using our Site, Platform, and/or participating in our Conferences; (3) for the purpose of direct marketing (see above for more details).

Such service providers and subcontractors provide us with IT and system administration services, data backup, security, and storage services, data analysis and help us serve advertisements and provide other marketing services.

- 3.6. Business Transfers. Your Personal Data may be disclosed as part of, or during negotiations of, any merger, sale of company assets or acquisition (including in cases of liquidation). In such case, your Personal Data shall continue being subject to the provisions of this Privacy Notice.
- 3.7. Law Enforcement Related Disclosure. We may share your Personal Data with third parties: (i) if we believe in good faith that disclosure is appropriate to protect our or a third party's rights, property or safety (including the enforcement this Privacy Notice); (ii) when required by law, regulation subpoena, court order or other law enforcement related issues, agencies and/or authorities; or (iii) as is necessary to comply with any legal and/or regulatory obligation.
- 3.8. Legal Uses. We may use your Personal Data as required or permitted by any applicable law, for example, to comply with audit and other legal requirements.
- 3.9. Advertisers. When you click on an ad, whether or not it's on our Site, the relevant advertiser will be alerted that someone has visited the page on which the relevant advertisement was displayed, and may be able to identify that it was you by using certain mechanisms, like cookies. With your consent Advertisers are able to combine the Personal Data they collect independently with the Personal Data we share.
- 3.10. Other Uses or Transfer of Your Personal Data. If you use our Site in connection with a third party's site, we may receive information (including Personal Data) about you from those third parties. Please note that when you use third parties outside of our Site, their own terms and privacy policies will govern your use of those services.

4. International Transfer.

- 4.1. We use subcontractors and service providers and have affiliates who are located in countries other than your own, as listed above and send them information we receive (including Personal Data). We conduct such international transfers for the purposes described above. We will ensure that these third parties will be subject to written agreements ensuring the same level of privacy and data protection as set forth in this Privacy Notice, including appropriate remedies in the event of the violation of your data protection rights in such third country.
- 4.2. Whenever we transfer your Personal Data to third parties based outside of the European Economic Area ("EEA") and when required under applicable law, we ensure a similar degree of protection is afforded to it by ensuring at least one of the following safeguards is implemented:
 - 4.2.1. We will only transfer your Personal Data to countries that have been deemed to provide an adequate level of protection for Personal Data by the European Commission.
 - 4.2.2. Where we use certain service providers not located in countries with an adequate level of protection as determined by the European Commission, we may use specific contracts approved by the European Commission

which give Personal Data the same protection it has in the EEA.

- 4.3. Please contact us at FireTech@israeldefense.co.il if you would like further information on the specific mechanism used by us when transferring your Personal Data out of the EEA.
5. **Security.** We have implemented and maintain appropriate technical and organization security measures, policies and procedures designed to reduce the risk of accidental destruction or loss, or the unauthorized disclosure or access to Personal Data appropriate to the nature of such data. The measures we take include:
 - 5.1. Safeguards – The physical, electronic, and procedural safeguards we employ to protect your Personal Data include secure servers, firewalls, antivirus, and SSL encryption of data.
 - 5.2. Access Control – We dedicate efforts for a proper management of system entries and limit access only to authorized personnel on a need to know basis of least privilege rules, review permissions quarterly, and revoke access immediately after employee termination.
 - 5.3. Internal Policies – We maintain and regularly review and update our privacy related and information security policies.
 - 5.4. Personnel – We require new employees to sign non-disclosure agreements according to applicable law and industry customary practice.
 - 5.5. Encryption – We encrypt the data in transit using secure TLS protocols.
 - 5.6. Database Backup – Our databases are backed up on a periodic basis for certain data and are verified regularly. Backups are tested regularly to ensure availability, and are accessible only by authorized personnel.
 - 5.7. However, no method of transmission over the Internet or method of electronic storage is 100% secure. Therefore, while we strive to use commercially acceptable means to protect your Personal Data, we cannot guarantee its absolute security.
 - 5.8. As the security of information depends in part on the security of the computer you use to communicate with us and the security you use to protect user IDs and passwords, please take appropriate measures to protect this information.
6. **Your Rights - How to Access and Limit Our Use of Certain Personal Data.** Subject to applicable law and certain exemptions, and in some cases dependent upon the processing activity we are undertaking, you have certain rights in relation to the Personal Data that we or other controllers hold about you, as detailed below. For any requests to exercise such rights with respect to information held by other controllers, please contact the applicable controller directly. If you wish for us to notify all independent controllers, please specify that request when you contact us in order to exercise any of your rights. We will investigate and attempt to resolve complaints and disputes and make every reasonable effort to honor your wish to exercise your rights as quickly as possible and, in any event, within the timescales provided by applicable data protection laws. We reserve the right to ask for reasonable evidence to verify your identity before we provide you with

any information and/or comply with any of your requests, as detailed below:

- 6.1. Right of Access. You have a right to know what Personal Data we collect about you and, in some cases, to have such Personal Data communicated to you. Subject to applicable law, we may charge you with a fee. Please note that we may not be able to provide you with all the information you request, and, in such case, we will endeavor to explain to you why.
- 6.2. Right to Data Portability. If the processing is based on your consent or performance of a contract with you *and* processing is being carried out by automated means, you may be entitled to (request that we) provide you or another party with a copy of the Personal Data you provided to us in a structured, commonly-used, and machine-readable format.
- 6.3. Right to Correct Personal Data. Subject to the limitations in applicable law, you may request that we update, complete, correct or delete inaccurate, incomplete, or outdated Personal Data.
- 6.4. Deletion of Personal Data ("Right to Be Forgotten"). If you are an EU Individual, you have a right to request that we delete your Personal Data if either: (i) it is no longer needed for the purpose for which it was collected, (ii) our processing was based on your consent and you have withdrawn your consent, (iii) you have successfully exercised your Right to Object (see below), (iv) processing was unlawful, or (v) we are required to erase it for compliance with a legal obligation. We cannot restore information once it has been deleted. Please note that to ensure that we do not collect any further Personal Data, you should clear our cookies from any device where you have visited our Site. We may retain certain Personal Data (including following your request to delete) for audit and record-keeping purposes, or as otherwise permitted and/or required under applicable law.
- 6.5. Right to Restrict Processing. If you are an EU Individual, you can ask us to limit the processing of your Personal Data if either: (i) you have contested its accuracy and wish us to limit processing until this is verified; (ii) the processing is unlawful, but you do not wish us to erase the Personal Data; (iii) it is no longer needed for the purposes for which it was collected, but we still need it to establish, exercise, or defend of a legal claim; (iv) you have exercised your Right to Object (below) and we are in the process of verifying our legitimate grounds for processing. We may continue to use your Personal Data after a restriction request under certain circumstances.
- 6.6. Direct Marketing Opt Out. You can change your mind at any time about your election to receive marketing communications from us and/or having your Personal Data processed for direct marketing purposes. If you do, please notify us by contacting us at cyber@FireTechconference.com. We will process your request as soon as reasonably possible, however it may take a few days for us to update our records before any opt out is effective.
- 6.7. Right to Object. If you are an EU Individual, you can object to any processing of your Personal Data which has our legitimate interests as its legal basis, if you believe your fundamental rights and freedoms outweigh our legitimate interests. If you raise an objection, we have an opportunity to demonstrate that we have

compelling legitimate interests which override your rights and freedoms.

6.8. Withdrawal of Consent. You may withdraw your consent in connection with any processing of your Personal Data based on a previously granted consent. This will not affect the lawfulness of any processing prior to such withdrawal.

6.9. Right to Lodge a Complaint with Your Local Supervisory Authority. If you are an EU Individual, you may have the right to submit a complaint to the relevant supervisory data protection authority if you have any concerns about how we are processing your Personal Data, though we ask that as a courtesy you please attempt to resolve any issues with us first.

7. Data Retention.

7.1. Subject to applicable law, we retain Personal Data as necessary for the purposes set forth above. We may delete information from our systems without notice to you once we deem it is no longer necessary for these purposes. Retention by any of our processors may vary in accordance with the processor's retention policy.

7.2. In some circumstances, we may store your Personal Data for longer periods of time, for instance where we are required to do so in accordance with legal, regulatory, tax, audit, accounting requirements and so that we have an accurate record of your dealings with us in the event of any complaints or challenges, or if we reasonably believe there is a prospect of litigation relating to your Personal Data or dealings. To determine the appropriate retention period, we consider the amount, nature, and sensitivity of the Personal Data, the potential risk of harm from unauthorized use or disclosure of your Personal Data, the purposes for which we process your Personal Data, and whether those purposes can be achieved through other means, as well as applicable legal requirements.

7.3. Please contact us at FireTech@israeldefense.co.il if you would like details regarding the retention periods for different types of your Personal Data.

8. Cookies and Similar Technologies. We use cookies and similar technologies for a number of reasons, including to help personalize your experience and to personalize the ads we serve you. Third parties through which we provide the Services and/or our business partners may be placing and reading cookies on your browser or using web beacons to collect information in the course of advertising being served on different websites. When visiting this Site, you shall be notified of the use of and placement of cookies and other similar technologies on your device as specified herein.

8.1. What are Cookies? A cookie is a small piece of text that is sent to a user's browser or device. The browser provides this piece of text to the device of the originating user when this user returns.

8.1.1. A "session cookie" is temporary and will remain on your device until you leave the Site.

8.1.2. A "persistent" cookie may be used to help save your settings and customizations across visits. It will remain on your device until you delete it.

8.1.3. First-party cookies are placed by us, while third-party cookies may be

placed by a third party. We use both first- and third-party cookies.

8.1.4. We may use the terms "cookies" to refer to all technologies that we may use to store data in your browser or device or that collect information or help us identify you in the manner described above, such as web beacons or "pixel tags".

8.2. How We Use Cookies. We use cookies and similar technologies for a number of reasons, as specified below. We will not place any cookies on your browser that are not strictly necessary unless you have first consented to the cookie pop up.

The specific names and types of the cookies, web beacons, and other similar technologies we use may change from time to time. However, the cookies we use generally fall into one of the following categories:

Type of Cookie	Domain	Cookie	Purpose
Functionality	.linkedin.com	UserMatchHistory	LinkedIn sets this cookie for LinkedIn Ads ID syncing.
	.ads.linkedin.com	lang	LinkedIn sets this cookie to remember a user's language setting.
	.linkedin.com	bcookie	LinkedIn sets this cookie from LinkedIn share buttons and ad tags to recognize browser ID.
	.linkedin.com	lidc	LinkedIn sets the lidc cookie to facilitate data center selection.
	.linkedin.com	lang	LinkedIn sets this cookie to remember a user's language setting.
	.www.linkedin.com	bscookie	LinkedIn sets this cookie to store performed actions on the website.
Analytics	.FireTechisrael.com	_gcl_au	Provided by Google Tag Manager to experiment advertisement efficiency of websites using their services.
	.FireTechisrael.com	_ga	The _ga cookie, installed by Google Analytics, calculates visitor, session and campaign data and also keeps track of site usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognize unique visitors.
	.FireTechisrael.com	_gid	Installed by Google Analytics, _gid cookie stores information on how visitors use a website, while also

			creating an analytics report of the website's performance. Some of the data that are collected include the number of visitors, their source, and the pages they visit anonymously.
	.FireTechisrael.com	_gat_UA-61212062-1	A variation of the _gat cookie set by Google Analytics and Google Tag Manager to allow website owners to track visitor behavior and measure site performance. The pattern element in the name contains the unique identity number of the account or website it relates to.
Advertising	.doubleclick.net	test_cookie	The test cookie is set by doubleclick.net and is used to determine if the user's browser supports cookies.
	.twitter.com	personalization_id	Twitter sets this cookie to integrate and share features for social media and also store information about how the user uses the website, for tracking and targeting.
	.doubleclick.net	IDE	Google DoubleClick IDE cookies are used to store information about how the user uses the website to present them with relevant ads and according to the user profile.
	.FireTechisrael.com	_fbp	This cookie is set by Facebook to display advertisements when either on Facebook or on a digital platform powered by Facebook advertising, after visiting the website.
Other	.linkedin.com	AnalyticsSyncHistory	
	.t.co (twitter)	muc_ads	
	.linkedin.com	li_gc	

- 8.3. How to Adjust Your Preferences. Most Web browsers are initially configured to accept cookies, but you can change this setting so your browser either refuses all cookies or informs you when a cookie is being sent. In addition, you are free to delete any existing cookies at any time. Please note that some features of the Services may not function properly when cookies are disabled or removed.

- 8.4. By changing your device settings, you can prevent your device's ad identifier being used for interest-based advertising, or you can reset your device's ad identifier. Typically, you can find the ad identifier settings under "privacy" or "ads" in your device's settings, although settings may vary from device to device. Adjusting your preferences as described in this section herein does not mean you will no longer receive advertisements, it only means the advertisements that you do see will be less relevant to your interests.
9. **Third-Party Applications and Services**. All use of third-party applications or services is at your own risk and subject to such third party's terms and privacy policies.
10. **Communications**. We reserve the right to send you service-related communications, including service announcements and administrative messages, without offering you the opportunity to opt out of receiving them. Should you not wish to receive such communications, you may cancel your registration for the Conference or Platform.
11. **Children**. We do not knowingly collect Personal Data from children under the age of sixteen (16). In the event that you become aware that an individual under the age of sixteen (16) has registered for a Conference without parental permission, please advise us immediately.
12. **Changes to the Privacy Notice**. We may update this Privacy Notice from time to time to keep it up to date with legal requirements and the way we operate our business, and we will place any updates on this webpage. Please come back to this page every now and then to make sure you are familiar with the latest version. If we make material changes to this Privacy Notice, we will seek to inform you by notice on our Site or via email.
13. **Comments and Questions**. If you have any comments or questions about this Privacy Notice or if you wish to exercise any of your legal rights as set out herein, please contact us at [**FireTech@israeldefense.co.il**](mailto:FireTech@israeldefense.co.il).

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