

# Conditions of Use and the Privacy Policy

## Conditions of Use

The information published on this website, [www.expotelaviv.co.il](http://www.expotelaviv.co.il) (hereinafter: "The site") is intended to serve as an aid for users. However, it is not binding and does not replace the official information furnished by the Expo Tel Aviv Company and/or its employees (hereinafter: "Expo Tel Aviv").

All the rights in the site and all its content and all the details therein, as they are published from time to time, are reserved for Expo Tel Aviv exclusively. The site is intended to aid and serve as a help tool for users and the information appearing in it is not intended to replace perusing the material available at Expo Tel Aviv and/or information furnished by it and it contains nothing to impose any obligation whatsoever on Expo Tel Aviv and/or any other entity associated with Expo Tel Aviv in respect of the addressee and/or any user of the information and/or anyone on his behalf.

Expo Tel Aviv is not responsible for any error or disruption, omission, addendum, fault and/or any other defect in the information appearing on the site and the binding phrasing is solely the original phrasing of the information (the instructions of the law, agreement, tender documents etc.) as they are published and/or as they appear at Expo Tel Aviv and/or at its offices and/or at the Tel Aviv Municipality and/or the other municipal corporations, who have the aforementioned information

In the event of any contradiction and/or lack of clarity between the information appearing on the site and the information at Expo Tel Aviv and/or furnished by it, the content of the Expo Tel Aviv documents and/or its records shall prevail.

This site contains links to websites that are not activated by Expo Tel Aviv, but by other entities. These links are intended for the user's convenience only. Expo Tel Aviv has no control over these websites and does not bear any responsibility for the content appearing therein. Inclusion of these links on the site contains nothing to approve the material appearing there in and it contains nothing to prove any relationship whatsoever with the operators of the aforementioned sites.

## Privacy Policy

Expo Tel Aviv respects the privacy of users of the site that it manages and operates. These conditions will demonstrate the privacy policy managed on the site for you. Inter alia, they review the manner in which Expo Tel Aviv uses the information furnished to it by users of the site or that is collected by it at the time of using the site. Use of the site, which includes the services and content included therein, are evidence of your consent to this privacy policy (hereinafter: the privacy policy").

This privacy policy has been phrased in the masculine gender for convenience purposes only and it relates to both genders.

## **Information Collected during Your Use of the Site**

During your use of the site, data is collected on your procedures on the site, including the content that you created or loaded onto the site, information that you read, the pages that you viewed, the services that interested you, the location of the computer and IP address data through which you access to the website etc. Expo Tel Aviv is entitled to collect and be assisted by the services of third parties in order to collect and analyze anonymous statistical or

aggregative data relating to your use of the site, including data regarding your details and your activity on the site.

### **Furnishing Details for the Site**

When executing actions via the site, such as: Studying the exhibition and event timetable, details of your reading will be documented. Within the framework of additional services on the site, for example the contact us page – “Contact us – public approaches” you will be asked to furnish personal details, including data regarding you personally, inter alia: Given name, surname, electronic mail address, telephone number and data regarding the subject of your approach. Fields that are explicitly marked must be completed. If the data requested in the obligatory field is not furnished, you will not be able to use these services.

You must furnish only correct, precise and full details and you hereby confirm the correctness of the details that you have furnished. Pursuant to the law, you do not have to furnish the details, but erroneous details or not furnishing the full details required could prevent you from the option of using the services on the site, harm the quality of the service provided to you, including frustrating the completion of executing your approach and prejudicing the ability to contact you.

Certain parts of the site refer to external sites that are not under Expo Tel Aviv’s control. For example, should you choose to view information about a convention/exhibitions/event etc. under “the exhibition and events timetable,” you might be transferred to another site in which the relevant data for you is available. Please note that Expo Tel Aviv does not manage these sites and that your use of them is subject to their conditions of use and privacy policy.

### **The Use of the Information**

The details that you furnish and the details collected regarding your procedures while using the site, will be saved either in expo Tel Aviv’s records and/or at third parties for the purposes of collecting and analyzing anonymous statistical or aggregative data relating to your use of the site as aforementioned and they will be used pursuant to the provisions of this privacy policy or pursuant to the provisions of any law and for the purposes detailed below:

- In order to enable you to use the services on the site;
- In order to improve and enrich the services and content offered on the site, including creating new services and content suitable for user requirements and expectations of the site and to change or cancel existing services and content. The data that will serve Expo Tel Aviv to this purpose will be primarily statistical data, which does not identify you personally;
- In order to send you an online data leaflet regarding the site’s services and content from time to time as well as advertising data and data relating to the products and services of others. Such data will only be transmitted to you if you have given your explicit consent for this during your use of the site or at any other time. You can cancel your consent at any time and cease receiving the data. It must be clarified that this consent constitutes consent for the purposes of the provisions of Section 30a of the Communications (Bezeq and Services) Law, 5742 – 1982;
- For contacting you when Expo Tel Aviv believe that this is necessary;
- For the purposes of analyzing, controlling and furnishing statistical data to third parties  
This data will not identify you personally;

- For the purposes of the proper activation and development of the site.

### **Furnishing data to third parties**

Expo Tel Aviv will not transmit your personal details and the data collected on your activity on the site to third parties, unless in the following cases:

- To the extent that this is required for the purposes of the proper supply of the site's services, including for the purposes of sending an online data leaflet distributed by Expo Tel Aviv;
- If you breach any of the conditions of use of the site or in relation to it, actions that are perceived by Expo Tel Aviv a contravention of the law or an attempt to execute such actions;
- If Expo Tel Aviv has received a judicial order instructing it to furnish your details or the data about you to a third party;
- Regarding any dispute, claim, action, demand or legal proceedings, should there be any, between you and Expo Tel Aviv;
- In any event in which Expo Tel Aviv believes that furnishing the data is necessary in order to prevent serious damage to your body or property or to the body or property of a third-party;
- Expo Tel Aviv shall be entitled to transfer your details and the data collected following the use that you made of the site to companies or other organizations associated with Expo Tel Aviv, for example a parent company, subsidiary and sister company, provided that they use this data solely pursuant to the instructions in this privacy policy;
- Expo Tel Aviv is entitled to furnish and share anonymous aggregative and statistical data with companies or other organizations associated with Expo Tel Aviv and with suppliers, business partners, advertisers and any third party pursuant to its sole discretion, but it may not knowingly or intentionally disclose your identity without your consent.
- Should Expo Tel Aviv organize its activity or the activity of the site in another framework and, in the event that it changes the legal structure or merges with another entity (for example with an additional municipal Corporation) or merges the site's activity with the activity of a third party, it shall be entitled to transfer a copy of the data stored about you in Expo Tel Aviv's records to the new entity, provided that the latter accepts the instructions in this privacy policy regarding you.

It must be clarified that Expo Tel Aviv will not transfer your personal details and the data collected about your activity on the site to any other person, public entity or company, unless pursuant to this privacy policy or pursuant to the provisions of the Protection of Privacy Law, 5741 – 1981.

### **Cookies**

Use is made of cookies on the website for the purposes of its regular and proper activation and in order to collect statistical data about the use of the site and for the purposes of data protection.

Cookies are text files that your browser creates pursuant to an order from the site computers. Some of the cookies will expire when you close the browser and others are saved on the hard disk in your computer. The cookies could contain online data such as the pages that you visited, the duration that you on the site, from where you reached the site, data that you request to see on entering the site etc.

If you do not wish to receive cookies, you can prevent them by changing the definitions on your browser. To this purpose, please consult the browser's help file. Remember, however, that neutralizing the cookies could result in you not being able to use some of the services and characteristics on the site or on other websites.

Furthermore, you can you erase the cookies on your computer at any time

### **Removal and Erasure of Personal Data from the Site Records**

To the extent that reference is to data saved in the Expo Tel Aviv records, you can send a request to erase your identifying personal data via the address: The Exhibition Center, 101 Rokach Ave., Tel Aviv 61210 – C/o the Legal Department. Expo Tel Aviv will inform you if your request has been approved. Expo Tel Aviv is entitled not to approve your request, for example if it believes that erasure of the data could endanger the proper activity of the site and the services included therein or harm other users and/or if the erasure necessitates an investment of unreasonable resources. In any event, Expo Tel Aviv shall be entitled to save any of you statistical, anonymous or aggregative data for the purposes of statistical, marketing analysis etc.

### **Data Protection**

On the site, Expo Tel Aviv applies data protection systems and procedures [the Expo Tel Aviv website has a data assurance certificate (HTTPS)]. While these systems and procedures reduce the risks of unauthorized penetration into the Expo Tel Aviv computers, they are not hermetically safe. Therefore, Expo Tel Aviv does not undertake that the services on the site will be absolutely immune to unauthorized access to the data stored therein.

### **Changes in the Privacy Policy and Conditions of Use**

From time to time, Expo Tel Aviv is entitled to change the instructions of the privacy policy and conditions of use .We recommend that you update yourself with the privacy policy and conditions of use from time to time on the site.