

**PRIVACY POLICY
OF
THE ISRAEL MUSEUM SHOP, JERUSALEM**

Last updated: March 2024

The website (the “**Website**”) of the online store (the “**Store**”) of the Israel Museum in Jerusalem is operated by Israel Museum Products Ltd., an Israeli company (company number: 511136954) with its registered address at Derech Rupin Street 11, Jerusalem (the “**Company**”, “**we**” or “**us**”).

When you visit and browse the Website and make use of the services it provides, certain information about you may be collected and processed. We recognize the importance of protecting the privacy of all persons visiting the Website (the “**Users**”) and are committed to ensuring that Users’ data is safeguarded at all times.

The purposes of this Privacy Policy (“**this Policy**”) are to clarify which information we may collect about Users when they use the Website, how we may process, store, use, and disclose to others such information, and which rights Users hold in connection therewith. Please note that this Policy applies only to the Store’s online activities.

The Company is the controller of Users’ **Personal Information**, i.e. information that may identify a person, either on its own or when combined with other information that is linked or linkable to a specific individual, such as a name, address, telephone number, e-mail address, and other information that may be directly linked to a person, such as a person’s location or IP address. This means that we are responsible for processing and protecting the Personal Information of Users which is collected and stored in databases operated by us (or on our behalf).

By browsing and using the Website in any way, you agree to the terms and conditions of this Policy, including the collection and processing of your Personal Information, as set forth herein. Please refrain from browsing the Website or using it in any way, sending us e-mail messages with queries or requests, or otherwise providing us with your Personal Information, if you do not consent to the collection, use, processing, storage, or disclosure of your data as set forth in this Policy.

If you have any additional questions or need more information about this Policy, please do not hesitate to contact us at the following address: shop@inj.org.il

Which Information May We Collect?

When subscribing to the Store’s mailing list, you will be asked to provide your e-mail address.

When creating a personal account on the Website or making a purchase through the Website, you will be asked to provide Personal Information, such as your first name, last name, e-mail address, billing and shipping addresses, etc. If you create a personal account,

we will also store your password to the account and we may store information regarding your wishlist (favorite Store products).

Please note that when creating a personal account, you may decide to provide information regarding your payment methods (i.e. your credit card details), however, this information is collected and stored by an external service provider, which processes the transactions made through the Website. The Company does not collect or store any Users' payment details.

When making a purchase through the Website without creating a personal account, you will also be asked to provide your credit card or PayPal details. Please note, however, that the transaction will be carried out through external service providers which process the payment and may collect and process the payment details.

If you contact us directly (by sending us a message through the Website or by sending an e-mail to the Store), we may store the following information in our databases: your first and last names, e-mail address, and telephone number, as well as the contents of your message, any attachments you send us, as well as any other information you choose to provide us with.

Please note that you are under no legal obligation to provide the Company with your Personal Information, and any Personal Information you provide to the Company is provided of your own free will. However, in the event that you refrain from providing certain Personal Information to us, your use of the services offered on the Website may be limited in scope.

In addition, we may collect certain technical information about Users, such as their IP addresses and information regarding the devices and browsers used to access the Website. We might also collect data regarding Users' journey through the Website, their search history, and the products viewed.

Purposes of Collecting and Processing Information

Our primary purpose in collecting, storing, processing, and using information on Users is to provide a safe, smooth, efficient, and customized service. We may use your information in particular for the following purposes:

- To enable you to use the various services offered on the Website, including, in particular, to purchase the Store's products.
- To provide answers to your queries and requests.
- To protect the security and integrity of the services offered on the Website.
- To improve the services and enrich the product catalogue offered on the Website, to amend or cancel the provision of existing products and services, and to create new services and content that matches Users' preferences.
- For marketing, promotional, and publicity purposes, including to carry out direct marketing, as well as to carry out studies, research, market statistics or surveys, via e-mail, SMS, push notifications, pop-up banners, instant messaging, or phone calls by an operator regarding the Company's products and services, and to send you offers, promotions, or other information about the services provided on the Website. Please note that the use of your information for marketing purposes is

based on your consent and you will suffer no consequence if you choose not to provide such consent (aside from not being able to receive further marketing communications from the Company). Any consent given may also be withdrawn at a later stage.

- To evaluate the effectiveness of our marketing activities, to perform statistical and demographics analyses of Users' browsing habits, measure consumer interest in the products and services offered on the Website, and to improve the operation of the Website.

Information on Children

The Company does not knowingly collect any Personal Information from children aged less than 13 years. The Company takes children's privacy seriously. We therefore recommend that a parent or guardian assist and guide any child under 13 who intends to browse the Website or use the services provided on the Website. In the event that the Company learns that it has inadvertently collected Personal Information from a child under the age of 13, the Company will promptly delete such information.

Sharing Information with Third Parties

The Company will not transfer information on Users to any third party except in the cases listed below:

- To the extent that this is required by law or if the Company receives a judicial order or instruction from a competent authority ordering the disclosure of information on Users;
- To address any dispute, claim, or legal proceedings between you and the Company;
- To prevent and detect any misuse of the Website or the performance of any fraudulent or unlawful activities through the Website;
- To assist the Company in the provision of the services offered on the Website (for example – to a courier company or a contractor providing the Company with marketing and advertising services); and
- To the extent that this is required for the provision of the services offered on the Website, information on Users may be disclosed to the Company's suppliers, affiliates, and professional advisors.

For service efficiency purposes, the third-party data recipients described above may be located in territories outside the European Economic Area. In such cases, we will transfer your data with adequate data protection safeguards and only to countries considered by the EU Commission as states guaranteeing sufficient data protection.

A list of contractors to whom the Company is disclosing information on Users in connection with the provision of the services offered on the Website is available upon request.

In addition, the Company may be assisted by third parties that provide statistical analyses regarding the use of the Website by visitors and customers. The information thus disclosed does not identify the Users personally and is intended for analytical purposes only.

The Company obliges any third party to whom it discloses information on Users not to make any use thereof except for the purposes specified above.

Data Retention

Any Personal Information collected on Users will be stored in databases operated by the Company (or on its behalf) solely as long as is needed by us to fulfil the purposes for which the information is saved (as deemed necessary by the Company at its sole discretion) and in any case – in accordance with applicable law.

Anonymized information may remain in our databases indefinitely, for analytical and statistical use.

Data Security

The Company has implemented appropriate technical and organizational measures in order to secure the confidentiality of information on Users stored in its databases. Breaking into the Company's computer systems constitutes a criminal offense under the laws of the State of Israel, punishable by up to five years of imprisonment.

However, the Company cannot guarantee that its systems will be completely immune to unauthorized access and that a third party will not interfere with or misuse information on Users stored in our databases, despite the safety precautions taken by us. The Company will not be liable for damage of any kind that may be caused to Users as a result of such unauthorized access or use.

As regards contractors who may store information regarding Users on the Company's behalf, we will ensure that all such contractors implement adequate security measures in order to protect User data.

The Company will not be liable if the username and password of a User who has created a personal account on the Website are used by someone who is not authorized thereto. Such data must be stored safely, and, in order to maintain a maximum level of security, the Company recommends that the password to the personal account be replaced periodically.

Other Websites

The Website may include links to third-party websites that are not operated or supervised by the Company (or anyone on its behalf). When browsing such websites, you will be subject to their own privacy policies and not to this Privacy Policy. We encourage you to verify the privacy policies of any third parties before you disclose your Personal Information to them.

Cookies

The Website makes use of so-called “**Cookies**”. A Cookie is a small text file that a website stores on your computer (or any other similar device) and contains information on your browsing history, like a tag that identifies your device. Cookies are necessary to facilitate browsing and show how users interact with websites to help improve the operation of those websites. They are also useful to provide advertising content which matches user preferences.

Our main goal in using Cookies is to make your browsing experience as easy and efficient as possible. For example, Cookies may be used to remember some of your Personal Information and preferences to avoid the need to enter certain information during every visit to the Website. We also use Cookies to continuously improve our services and to offer customized advertising according to your browsing habits.

When you visit the Website, you will be prompted to consent to or refuse the Website’s use of Cookies. Alternatively, if you are browsing the Internet, you can disable the use of Cookies by changing the settings in your browser (please contact your internet service provider for help). Please note that if you do not consent to our use of Cookies, you may not be able to use all the features of the Website.

Users’ Rights

As a data subject, you are entitled to exercise the following rights, at any time:

- To review or rectify your Personal Information, as stored in our databases;
- To request that we erase your Personal Information from our databases to the extent that it is no longer necessary for the purpose for which it was collected or when we are no longer legally permitted to process it; and
- To request that we cancel or limit the processing of your Personal Information.

As regards reviewing or rectifying your Personal Information, please bear in mind that if you are a registered user on the Website, you may also access the relevant personal data section of your online account to view or change your Personal Information.

To exercise all of the above rights you may also contact the Company at the following address: shop@inj.org.il

Advertising Information

The Company or anyone on its behalf may send you advertising or marketing materials through electronic messages, SMS messaging, or any other means of communication, if you have explicitly consented to receiving such content.

Please note that you may notify the Company at any time of your wish to no longer receive advertising information by giving us written notice through the means in which the

advertising information was delivered to you or by sending us an e-mail at the following address: shop@inj.org.il.

Notwithstanding the foregoing, it is hereby clarified that the withdrawal of your consent to receiving advertising information from us will not delete the information stored about you in the Company's databases and the Company will be entitled to continue using such information in accordance with this Privacy Policy and the applicable law.

Changes to this Privacy Policy

The Company may amend this Privacy Policy from time to time. If we make any substantial changes in the way we collect and process your Personal Information, we will notify Users in advance by posting a prominent announcement on the Website.

Any change to this Privacy Policy will enter into force once the updated version is published on the Website. It is the Users' duty to keep up to date with any changes to this Privacy Policy.