

Privacy Policy

This privacy policy (the “**Privacy Policy**”) explains how we, StoreAlliance.com (“**StoreAlliance**”) and the entities it owns, Tradanet Electronic Commerce Services Ltd., Storenext Ltd., Meteor Plus Information Systems Ltd. and Storenext Strategy LLP (together: “**Storenext Group**”, “**Storenext**”, “**we**”, “**our/s**”, “**us**”) use Personal Information (as defined below) that we collect, receive and store about individuals in connection with use of the <https://www.storenext.co.il> website (each one together with its sub-domain, contents and services, the “**Website**”).

The Website includes information about information systems owned by the StoreNext Group (the “**Systems**”) that are offered to StoreNext customers, and other services that may be available on the Website from time to time. The Website and all Services offered on it, including access to and use of the Systems, will herein be referred to as the “**Services**”.

1. **Preamble.** This Privacy Policy sets forth the online data procedures and choices you can make with regard to collection and use of your Personal Information, in connection with the Services. “**Personal Information**” means any information that may, alone or in combination with other information, be used in order to identify a natural person, including, without limitation, first name, family name, personal profile, email address, residential, work address or any other address by which a person may be identified, or any other contact information.
2. **Terms of Use.** This Privacy Policy constitutes part of our terms of use, which are available at <https://www.storenext.co.il> (the “**Terms**”). All terms not expressly defined herein, shall have the meaning ascribed to them in the Terms.
3. **Consent and Amendments.** You are under no obligation to provide us with any Personal Information. You hereby confirm that you are providing us with your Personal Information of your free will. By using the Services, you consent to the terms of this Privacy Policy and to the collection, processing and sharing of your Personal Information by us, for the purposes detailed herein. If you do not agree to this Privacy Policy, please do not enter or otherwise use the Services. We reserve the right, at our discretion, to amend this Privacy Policy at any time. Any such amendment will enter into effect ten (10) days after the amended Privacy Policy has been published on the Website. Your continued use of the Website and/or Services thereafter, shall mean that you have accepted those amendments.
4. **What Personal Information Do We Collect and How?** Currently, we are not asking you to provide any Personal Information in order to gain access to general information available on the Website. But we do receive and/or collect Personal Information from you in the following ways:
 - 4.1. When you request a demo/to disconnect from the Services/to receive updates and information from us. If you send us a request for updates and information from us, or if you ask to purchase a product, connect to or disconnect from a Service, or implement a demo order, you will be required to provide us with certain information such as your name, your email address, the name of the company for which you work, and your job title.

- 4.2. When you request to receive Services and support from us. If you send us a request to receive services and support, you will be required to provide us with certain data such as your name, email address, mobile phone number, the name of the company for which you work, and the specifics of the problem.
 - 4.3. System access. In order to use the Systems, including access authorization subject to the license agreement that will be signed with the applicable StoreNext company, you will be required to provide us your full name; we will give you a username and you will be asked to choose a password which you will use in order to access the Systems. You are exclusively responsible for safeguarding your password, and you agree to immediately notify us of any unauthorized use of your password.
 - 4.4. Log files. We may use log files. Log file data includes IP addresses, browser type, IPS, date/time stamp, webpages that you clicked and any other information that your browser may send us. We may use such information in order to analyze trends, manage the Services, monitor user traffic within the Services and collect demographic information.
 - 4.5. Cookies and other monitoring technologies. Our Services may include cookies, anonymous identifiers and other monitoring technologies so that we can provide and display to you information that is personally tailored to you. A cookie file is a small text file which could, for example, be used to collect data on Services activity. Certain cookie files and other technologies may be used for retrieval of Personal Information, such as IP address. Most browsers enable you to control cookie files, including whether to accept them or not and how to remove them. In most browsers, you can block cookie files or set the browser to notify you when you receive one.
 - 4.6. Google Analytics. The Website might use a tool called “Google Analytics” in order to collect data about use of the Service. Google Analytics collects information such as how often users visit the Websites, what pages they visit and what other sites they used prior to visiting. We use the data we receive from Google Analytics in order to maintain and improve our Service and products. We do not combine the data collected through Google Analytics with data that enables personal identification. Google’s ability to use and share the data collected about you by Google Analytics in connection with your visit to and use of the Service, is detailed in Google Analytics’ terms of use, at <http://www.google.com/analytics/terms/us.html>, and in Google’s privacy policy, at <http://www.google.com/policies/privacy/>. For more about how Google collects and processes data specifically in connection with Google Analytics, please see <http://www.google.com/policies/privacy/partners/>. You can block use of your data by Google Analytics, by downloading and installing the Opt-out Browser Add-on at <https://tools.google.com/dlpage/gaoptout/>.
5. **How We Use Personal Information.** Any Personal Information that you submit or that we collect through the Services, may be used in any of the following ways, through any customary telecommunication channel, such as email, text message, facsimile, etc.:
 - 5.1. We will use your Personal Information in order to provide and improve our Services, communicate with you regarding the Services and regarding specific

programs or offers to which you may have subscribed, and in order to identify and verify your access to those parts of the Services to which have authorization.

- 5.2. We may use your designated email address to be able to respond to your “contact” request.
- 5.3. We may use your designated email address to send you marketing/advertising materials which we believe you might find interesting (including, without limitation, via email and SMS) or send you updates or news regarding the Services and our products. If you would not like to receive such messages, please send us a request by email at info@storenext.co.il.

6. **When We Allow Access to Your Personal Information and Why.**

We Do Not Buy or Sell Your Personal Information, or share your Personal Information with third parties for their own purposes, and we will only allow access to such information under the following circumstances:

- 6.1. We allow our service providers access to Personal Information (including, cloud service providers), so that they can help us to provide our Services to you and other users. Those service providers may be located in others countries and we use commercially reasonable efforts and agreements to ensure they will keep your data secure and safe.
- 6.2. We may disclose your Personal Information or any information you have submitted through the Services, if we believe in good faith that such disclosure is necessary to:
 - (a) comply with any law, statute, legal proceeding or instruction of a government authority;
 - (b) enforce our terms, including investigations of possible breach;
 - (c) identify, prevent or otherwise handle matters of fraud or security; or
 - (d) defend against violation rights, safety or damage to the property of StoreNext, our users, our employees, third parties with which we cooperate, yours or that of the public.
7. **Use of Anonymized Data.** We may use anonymized data (as defined below) or disclose it to third party service providers, in order to improve our Services and your user experience. We may disclose anonymized data (with or without consideration) to third parties, including advertisers and partners. “**Anonymized data**” means data that does not enable identification of a specific user, such as aggregated statistics of use of our Services.
8. **Your Rights.** You may ask to inspect your Personal Information. If your Personal Information is not accurate, you can ask us to have it deleted and/or amended. Please submit such requests to info@storenext.co.il. In any such message, please include all relevant details, and we will review your request pursuant to the provisions of the Privacy Protection Law, 1981.
9. **Interaction with and Links to Third Party Products.** The Services may enable you to interact with or create links to your accounts with third parties, third party websites, mobile software applications and services that do not belong to us and/or are not under

our control (each, a “**Third Party Service**”). We are not responsible for the privacy practices or the content of any such Third Party Service. Please be aware that Third Party Services may collect your Personal Information. Accordingly, we encourage you to read the terms and conditions and privacy policies of each Third Party Service that you may choose to use or communicate with.

10. **Privacy of Children.** The Services are not intended for use of children under the age of eighteen (18). It is therefore not our intention to knowingly collect Personal Information of any person who is under eighteen (18) years of age. If we learn that we have collected Personal Information from a child under the age of eighteen (18), we will delete that information as quickly as possible. If you believe that we have collected Personal Information from a child under the age of eighteen (18), please contact us at info@storenext.co.il.
11. **Data Security.** The security of Personal Information is important to us. We comply with industry standards, including use of appropriate organizational, physical and technical measures in order to protect the Personal Information provided to us. However, no online transfer or e-storage is 100% safe. Therefore, while we strive to use reasonable and customary means to protect your Personal Information, we cannot guarantee its absolute protection or confidentiality. For questions regarding data security, please contact us at info@storenext.co.il.
12. **Merger, Sale or Bankruptcy.** We reserve the right, in the event we face a possible merger or sale of the company or any or all of our assets or bankruptcy or any similar proceeding, to transfer or allocate Personal Information in connection with such events, to relevant stakeholders or to our consultants, provided that the recipient is obligated, whether by law or contract, to protect the confidentiality of the disclosed Personal Information.
13. **Undertaking.** We are committed to protecting your privacy. If you have any questions about this Privacy Policy or your Personal Information that we store and use, please contact us at info@storenext.co.il.

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