

Privacy Policy

GHF – Golden Heart Flower Ltd., Company Registration No. _____ and the group of companies held by it: _____ (the "Company") respects the privacy of its customers and all users of the Company's various services (hereinafter together: "**the User**" or "**the Users**") including, inter alia, those who place orders or purchase the Company's products ("**the Orders**") and also use the website that it manages and operates at the address: _____ (hereinafter: "**the Website**").

This privacy policy, together with the Cookies policy (detailed in section 9 below) (hereinafter together: "**the Privacy Policy**"), regulate the manner in which the Company uses information that it collects on the Website.

The information presented below is intended to help the User understand the Company's privacy policy. The Privacy Policy as detailed below will clarify what data and information details the Company collects about users of the Company's services, the purposes for which the information is collected, the possible uses of the information, the identity of third parties to whom the Company may transfer information, the manner of handling and storing the information and what are the rights of users regarding information collected about them.

The provision of information to the Company by the User is done with his consent and free will, and does not result from a legal obligation. The information will be kept in the Company's database, and the User may contact the Company using the contact details specified in section 15 below. The information is kept in the database for the purposes detailed in this privacy policy. The use of the Company's services constitutes the User's consent to this privacy policy, and to the fact that the information will be kept and managed in the database as stated. The use of information in the database will be done in accordance with the provisions of this privacy policy or according to any law, and for the purposes detailed below. For the avoidance of doubt, it is clarified that if the User does not agree to provide the information, the Company will not be able to provide him with some or all of the services.

This privacy policy is written in masculine language for convenience only, and what is stated in it also refers to feminine language.

1. What is information?

In this policy, "information" means any information collected by the Company or provided to it by the User or someone on his behalf, in the context of using the Company's services, which can be used to identify the User, as well as any personal information or information with special sensitivity protected under the Privacy Protection Law, 5741-1981 (hereinafter: "**the Law**").

2. The sources through which the Company collects information about the User

- 2.1. Information that the User provides to the Company, inter alia, in connection with purchasing products from the Company;
- 2.2. Information received by the Company in connection with the services provided by the Company;
- 2.3. When the User requests to join the Company's mailing list (newsletter);
- 2.4. Through use of the Website, including non-identifying information through cookies, as detailed in section 9 of this policy.
- 2.5. Through correspondence and/or any other digital communication with the Company, including email, WhatsApp. Information that the User provides to the Company, inter alia, by virtue of consumer inquiries to the Company;
- 2.6. Through use of the Website.

3. The information that the Company collects about the User

The Company will collect about the Users the information detailed below (all or part of it):

- 3.1. Full name;
- 3.2. Telephone;
- 3.3. Mobile phone;
- 3.4. Email;
- 3.5. Address;
- 3.6. Details and history of purchases made by the User from the Company;
- 3.7. Consumer preferences of the User;
- 3.8. Service inquiries (including the details specified in sections 3.1, 3.2 as well as details about the purchased product and description of the circumstances of the inquiry);
- 3.9. Any additional information that the User provides and/or is received by the Company in connection with the User and with the use of services;
- 3.10. In addition, during the use of the Website, the Company will collect non-identifying information about the Users, which does not reveal their personal identity, as detailed in the Cookies policy in section 9 below (hereinafter: "**non-identifying information**"), including in the context of using Google Analytics tools.

Why does the Company collect the information and what use does the Company make of the information ("the Purposes")?

The Company collects information about the User for the following purposes – all or some of them:

- 3.11. For the purpose of and in connection with providing the services supplied by the Company or someone on its behalf;
- 3.12. Operation and management of the services (and inter alia, the Website) including marketing, advertising, sales promotion and encouraging purchases;
- 3.13. In order to enable the performance of operations through the Website by the User;
- 3.14. For the purpose of developing, improving and operating the services, including the Website;
- 3.15. For the purpose of contacting the User;
- 3.16. For the purpose of maintaining the Website and monitoring User activity on it;
- 3.17. For the purpose of preparing statistical data and transferring information including statistical or other, to third parties;
- 3.18. For the purpose of analysis, research and preparation of statistics;
- 3.19. For the purpose of conducting surveys among Users;
- 3.20. For the purpose of displaying and adapting advertisements that will be shown to Users including but not limited to on the internet and may suit their preferences;
- 3.21. Analysis of profiles of Users on the Website for the purpose of marketing products including but not limited to on the internet;
- 3.22. For the Company's internal needs;
- 3.23. For the purpose of defending against claims, demands and allegations against the Company and those on its behalf as well as against third parties;
- 3.24. For the purpose of enforcing the provisions of the terms of use and this privacy policy;
- 3.25. For the purpose of complying with the provisions of any law;
- 3.26. In addition, the Company uses non-identifying information collected through various technological means, inter alia, for the purpose of operating the Website, in order to facilitate the

use of the Website, for the purpose of statistical checks in connection with the use of the Website and more, as detailed in section 9 of the privacy policy below.

4. Transfer of information

4.1. The Company will not transfer or provide information to third parties, except as detailed in the privacy policy.

4.2. The transfer of information to third parties will include only relevant information that does not exceed the purposes for which the information is transferred and will be carried out proportionally for a defined, explicit and legitimate purpose.

4.3. The Company may transfer the information or any part of it to third parties in the occurrence of one or more of the following cases:

4.3.1. Third parties that provide the Company with various services, including support services for security systems and information technology (IT), information storage services, website building services, advertising and marketing companies, lawyers, external professional consultants, as well as additional third parties that provide services to the Company in connection with its activities.

4.3.2. Third parties whose platforms the Company uses for the purpose of providing services, marketing and selling services and/or managing the relationship with customers. The use of these platforms will be done in accordance with and subject to the privacy policy of each such system and/or media, as updated from time to time, and which is available on the relevant platform websites.

4.3.3. To additional companies in the Company's group of companies.

4.3.4. If the Company receives an instruction including a judicial order instructing it to provide the User's details or information about the User in accordance with the provisions of any law.

4.3.5. In any dispute, claim, demand, lawsuit or legal proceedings of any kind between the User or someone on his behalf and the Company or someone on its behalf.

4.3.6. In case of transfer and/or sale and/or assignment and/or acquisition, of the Company and/or its assets and/or any part of them, for consideration or without consideration, inter alia in cases where ownership of the Website and/or its contents, all or part of them, will be transferred to third parties, including but not limited to in case of merger of the Company and/or its activities with third parties, and including without derogating from the generality of the above, in cases of change of control, full or partial, in the Company.

4.3.7. If a claim is raised or suspicion arises at the Company that a User performed an act and/or omission that may harm the Company, those on its behalf, any third parties including other users.

4.3.8. If a claim is raised or suspicion arises at the Company that a User uses the Website for the purpose of performing an illegal act and/or to enable, facilitate, assist and/or encourage the performance of such an act.

4.3.9. In any case where the Company believes that providing the information is required to prevent harm to the Company, the User or any third party.

4.4. The Company may transfer the information to third parties, as stated above, also outside the State of Israel, including to third parties located in countries where the level of information protection is different from the provisions of Israeli law, and may be lower than that provided under privacy protection laws in Israel. Without derogating from the provisions of this policy, the use of services, including the Website, constitutes the User's consent to this privacy policy, including the transfer of information, its storage and keeping with third parties located outside the State of Israel.

4.5. Without derogating from the provisions of this privacy policy, the Company and anyone on its behalf will not bear any liability, and it is exempt from any responsibility, in connection with any damage, loss or expense, of any kind and type, whether direct or indirect and/or circumstantial and/or consequential, which were caused and/or will be caused to Users and/or to a third party, in everything related and pertaining to service providers including everything related to the collection of information by service providers, its use, transfer to third parties, its storage and security by service providers and more.

5. Information security

5.1. The Company takes accepted technical and physical measures to maintain privacy and information security. However, it is known that storage and transfer of information by electronic means, including through the internet, are never completely secure. Any provision of information to the Company by the User, and particularly through the internet, is done with the full consent of the User and with awareness of the risks involved.

5.2. The Company does not undertake that the Website will be absolutely immune from unauthorized access to information stored in it. In any case, if the User has reason to believe that the transfer of information to the Company is no longer secure, please update the Company through the means of communication in section 15 below.

6. Limitation of liability

The Company and anyone on its behalf will not bear any liability, and it is exempt from any responsibility, in connection with any damage, loss or expense, of any kind and type, whether direct or indirect and/or circumstantial and/or consequential, which were caused and/or will be

caused to Users and/or to a third party, in everything related and pertaining to the collection of information, its use, transfer to third parties, its storage and security.

7. Information retention period

The Company will keep the information about the User for the period of time necessary to ensure the purposes detailed in this privacy policy, unless a longer retention period is required or permitted by law.

8. Information about other people

If the User provides information to the Company regarding other people, including his family members and/or additional third parties, the User must do so only after: (a) the User updated the third parties about the content of this policy; and also – (b) the User received the required consent for collection, use, disclosure and transfer of information about the third party in accordance with this policy and in accordance with the provisions of the law, as required.

9. Cookies

The Website uses Cookies and other technologies for one or more of the purposes detailed in this privacy policy. For additional information about the manner of using Cookies and technologies on the Website, you can review the Cookies policy here: _____ [Please attach a link to the Company's cookies policy, after you implement a final version on your website] (hereinafter: "**the Cookies Policy**").

10. Links and hyperlinks

10.1. The Website may offer links, hyperlinks or banners to other websites, which the Company does not supervise or check, their reliability and legality and everything related to their security and their privacy protection policy.

10.2. The Company will not be responsible for the use that Users make of the links appearing on the Website, on pages that are not part of the Website or on other websites. Users undertake to comply with the instructions and conditions of those websites or web pages, and to contact directly with the providers of those websites in any matter that arises in connection with entry, review, use and the like.

10.3. Therefore, the Company will not bear any responsibility, of any kind, in connection with the other websites including everything related to collection, use, transfer of information on the other websites, the content that will be published on the pages of the other websites and more.

11. Right of access and correction of information

The right to access and correct the information is reserved to the User in accordance with the provisions of the Law. If the User is interested in accessing or correcting the information, this can be done by contacting the Company according to the contact details appearing in section 15 of this privacy policy below.

12. Applicable law and jurisdiction

12.1. The terms and provisions detailed in the privacy policy, as well as any change or correction to them, as well as the use of the Website, will be governed by the laws of the State of Israel without reference to the choice of law sections applicable therein.

12.2. Jurisdiction in connection with any dispute and/or claim that will arise in connection with the use of the Company's services and this privacy policy or related to it, is given exclusively to the courts in Tel Aviv-Yafo.

13. Changes and updates

The Company may, at its sole discretion, change the privacy policy from time to time without the need to give notice or advance warning. The current privacy policy that will be published on the Website will bind the User. The User's continued use of the Website after updating the privacy policy will constitute the User's consent to the updated privacy policy, including the changes.

14. Miscellaneous

14.1. The User may not assign his rights and/or obligations under this privacy policy to another. The Company may transfer its rights and/or obligations to another.

14.2. Nothing in this privacy policy derogates from any right granted to the Company and/or those on its behalf under any law.

15. Contact

If the User has additional questions or comments regarding the privacy policy, he is invited to contact the Company by email at: _____ or by phone _____.

Updated for _____.