

Privacy Policy

B.M.B.Y Software Systems Ltd. (hereinafter: "the Company") respects the privacy of users on the Company's website, operating at the internet address www.bmby.co.il , as well as any other address as determined by the Company (hereinafter: "the Website").

These terms will educate you about the privacy policy that is applicable on the website. They cover, among other things, how the Company uses the information you provide and the information that is collected about you when you use the website. In this policy, the term "personal information" refers to any information that can be reasonably used to identify you, including your first and last name, address, phone number, and more.

This policy is an integral part of the terms of use of the website. The policy is written in masculine language for convenience only, and it applies equally to all genders. Additionally, this policy also applies to your activity and participation in any of the various sections of the website, the different products, and the mailing lists and distribution of the company (hereinafter: "Additional Sections"), subject to changes as required.

Report a privacy violation.

If you believe that your privacy has been violated while using the website or any of the online communities, please contact the Company by email at info@bmby.co.il or by sending a letter to the Company's address at 13 Hayetzira St., Yokneam 2066720.

The company's representatives are available to you for any request, response, question, or complaint.

Disclosure of Personal Information to the Company:

The use of the website does not require registration or disclosure of personal information. However, various areas and sections on the site, such as registration to receive information about the company's various products, registration for events held by the company, registration for the company's mailing lists, use of chat, contacting the company through online contact forms and more - may require registration and disclosure of personal information, such as full name, address, phone number, active email address, organizational affiliation and additional details as required by circumstances. Fields that must be completed will be explicitly marked. Without providing the required information in the mandatory fields, you will not be able to register in the relevant area on the site or receive information about a product you are interested in. You must provide only accurate, precise, and complete details, and by doing so, you confirm the accuracy of the information provided. The personal information and data you provide, as well as additional details about your use of the site (as detailed in this policy), will be stored by the company. You are not legally required to provide your personal information. Its disclosure depends on your consent and free will. However, providing incorrect information or failing to provide all the required information may prevent you from completing the registration or using some of the site's services, harm the quality of service provided to you, and may affect the company's ability to contact you if necessary.

We may collect additional information when you contact us or submit requests or inquiries to the company.

When you accept this privacy policy and submit personal information to the company, you acknowledge and agree that the company may process and store such information as detailed in this policy. You also acknowledge and agree that the company may use your personal information for the purposes specified in this policy, including, but not limited to, providing you with information about products or services, providing customer support, marketing and advertising, and improving the quality of our services.

Information collected during the use of the website

When using the website or any of its various sections and products, the company may collect information about your behavior in relation to the use of the website or relevant service, including content you uploaded or posted, information you read, pages you viewed, services that interested you, your computer location, internet address (IP address), operating system used, type of device in your possession, and more. In addition, the company may collect and use the services of third parties to collect and analyze anonymous, statistical or aggregate information in connection with the aforementioned use, including information related to your activity on the website.

Social networks and personal information that you share.

The company provides website users with tools for sharing and linking website content through various social networks and online services. Some of the company's online products may also be conducted through third-party services and platforms. Note that the use of social networks and online services is external and separate from the website and subject to the privacy policies of those services. This policy does not apply to the activities of these social networks or any third-party online service.

The website may also include content delivered for advertising purposes on behalf of its various users and customers. This content may also include personal information. Please note that the content you upload to the website is not private or confidential and you should not have any expectation of privacy regarding...

The use of information

The company will use the information, including personal information that you provide and details that it collects during your use of the website or its services, in accordance with this policy or as required by any law, for the following purposes:

To enable you to use the website, its contents, and the services it offers, including registering and participating in various sections of the website;

To identify you during repeat visits to registration-required areas and to save you from having to enter your details every time;

To improve and enrich the services and content on the website, including creating new services and content that meet user requirements and expectations, and also changing or canceling existing services and content. The information that the company uses for this purpose will primarily be statistical information that does not identify you personally;

To allow you to customize the services on the website to your preferences;

To send you information from time to time about the website's services and content, activities related to it and the company, surveys, newsletters, and the like. This information may be promotional in nature and may be sent to you via messages (SMS), email, or other electronic means, as detailed in the website's terms of use;

To contact you when the company believes there is a need to do so;

For the purpose of analyzing, controlling, and providing statistical information to third parties. This information will not identify you personally;

For the proper operation and development of the website and its products;

To enforce the terms of use of the website, to fulfill any requirements of any law, regulation or other legislation, and also to protect the company's rights or those of third parties.

10. For any other purpose, as detailed in this privacy policy or in the terms of use.

Information sharing with third parties:

The company will not share the personal information you provide, or the details collected about your activity with third parties, except in the following cases:

1. To the extent necessary for the proper provision of the company's website services or products;
2. If you violate the terms of use of the website, or if you engage in actions through or in connection with the website that the company considers contrary to law or an attempt to perform such actions;
3. If the company receives a court order or demand from an authorized entity to provide your details or information about you to a third party;
4. In any dispute, claim, demand or legal proceedings, if any, between you and the company and/or anyone on its behalf;
5. In any case where the company believes that the transfer of information is necessary to prevent serious harm to your body or property, or to the body or property of a third party;
6. The company may transfer your details and information collected as a result of your use of the website to companies or other organizations affiliated with the company, provided that they use this information only in accordance with this policy;
7. For the purpose of providing and sharing anonymous, aggregate and statistical information with companies or other organizations affiliated with the company, as well as with suppliers, business partners, advertisers and any third party, at the exclusive discretion of the company. The company will not disclose your identity to them without your consent;
8. If the company organizes its activity or the website's activity under a different framework, including the case where the website's activity and/or any part of it is transferred to a third party, the third party will be entitled to receive your information, subject to the provisions of this policy.
9. In application that connected from our CRM app, such as Zoom, we are collecting the join-url, meeting id and token. This data is removed once user disconnect from the

app. We do not collect information and we do not use the information except for the purpose of connecting to the applications as stated above.

10. According to your explicit request.

Where is the information stored?

The information collected by the company is stored in its database, which is hosted by server hosting providers and backup information, which may also be located outside the borders of Israel. Additional information, as detailed in this policy, is collected and stored by other companies (such as analysis and statistics companies, etc.). They too may store information outside the country's borders. Your consent to this policy also constitutes consent to the storage of information abroad and its transfer outside the borders of Israel.

Cookies

The company may use "cookies" on the site for ongoing and proper operation, including collecting statistical data about the use of the site, verifying information, adapting the site to your personal preferences, information security needs, and more.

"Cookies" are text files that your browser creates at the command of website computers. Some cookies will be cut when you close the browser, and others will be stored on the hard drive of the device you are using. Cookies can contain a variety of information, such as the pages you visited, the time you spent on the site, where you came from to the site, sections, information you requested to see when entering the site, and more.

The company also uses cookies from third-party sources, such as Google Analytics, advertising services from Google, and social networks such as Facebook. Cookies are designed to display ads for products or services based on your various activities across the Internet, sites, and other services you have visited (using the "Retargeting" method). In addition, Facebook cookies are designed to display information on the site...

For more information on the types of cookies that Google or its representatives collect and how they use these files, see the Google information center. For more information on the use of cookies by Facebook or its representatives, see the Facebook cookie policy. For more information on the use of cookies by LinkedIn or its representatives, see the LinkedIn cookie policy.

If you do not want to receive cookies, you can avoid this by changing the settings in your browser. Please consult the help file of your browser for this purpose. In some of the above-mentioned services, you can request to be removed from the collection of cookies about you (using "Opt-Out").

For more information on removing yourself from Google Analytics, [click here](#). For more information on removing yourself from Google's advertising services, [click here](#). For more information on removing yourself from Facebook's advertising services, [click here](#).

Remember, however, that cookie control may prevent you from using some of the services and features on the site or on other websites. In addition, you can delete cookies on your computer at any time. It is recommended that you do so only if you are convinced that you do not want the site to adapt to your preferences or share information about your activity on the site with third parties."

Information Security

The company places utmost importance on the security of its information systems. To safeguard the data, it operates systems, applications, and policies to secure the data, aimed at minimizing the risks of theft, damage, loss, or unauthorized access to the data.

However, there is no guarantee that these applications ensure the complete privacy of personal information and prevent its theft from the databases. Therefore, the company cannot commit and you cannot reasonably expect that the services and information systems used by the company will be immune to unauthorized access to the stored information. By using the website and its services, you acknowledge and agree to these limitations.

Right to Access Information

According to the Privacy Protection Law, 1981, any person has the right to access the information held about them in a database, either by themselves or by an authorized representative who has provided written consent or by a guardian. A person who has accessed the information about themselves and found it to be inaccurate, incomplete, unclear, or outdated may request the owner of the database to correct or delete the information. If the owner of the database refuses, they must inform the requester in accordance with the regulations determined by the Privacy Protection Law. If the owner of the database refuses to allow access or to correct or delete the information, the requester may dispute this in the manner and procedure determined by the regulations.

Note that deleting information may prevent you from continuing to receive services from the website and may result in the cancellation of your registration. The information required by the company - including documentation of actions taken on the website - will continue to be stored by the company as required by law, but will no longer be used for communication with you. If you do not receive a response within 30 days, you may contact the Privacy Protection Authority for assistance.

Changes to Privacy Policy:

The company may change the terms of the privacy policy from time to time. If there are material changes to the policy, a notice will be published on the homepage of the website 30 days prior to the changes taking effect. If there are other changes to the policy that are not material, a notice will be published on the homepage of the website 7 days prior to the changes taking effect, unless changes are made to the policy in accordance with the provisions of any law, or the requirement of an authorized authority, in which case the changes will take effect in accordance with the provisions of the law or the requirement as stated. Continued use of the website after the policy changes indicate your agreement to the revised policy. If you do not agree with the updated policy, you must cease using the website. You may review the updated policy at any time by clicking on the appropriate link on the website.

05.09.2021: Recently updated

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