

PRIVACY POLICY

We at Lightricks Ltd. (“Lightricks”, “we”, “us”, “our”) respect your privacy. This Privacy Policy (“Policy”) explains the privacy practices for our websites, including the one you are currently visiting (all collective, the “Website”), as well as for our customer-related activities. It also describes the rights and options available to you with respect to your information.

The Website provides content and information about Lightricks, our products and services (“Content”).

PERSONAL DATA WE COLLECT

We collect your email address if you wish to subscribe to our blog. You are not legally required to provide us this information.

Subscribe to our blog. You can subscribe to our blog anytime you visit our Website to stay up to date with the latest marketing, sales, service tips and news. You will be asked to provide information such as your email address. We refer to this entire data as “**Subscription Information**”.

You do not have a legal duty to provide this information to us. However, you will not be able to subscribe to our blog without providing the required information.

We also collect analytics information about your use of the Website.

When you visit our Website, we will record and collect certain information in relation to your visit and use of the Website, including: IP address (and the general location corresponding to the address), time and date of access, type of browser used, language use, links clicked and the web pages you accessed. We refer to this data as “**Analytics Information**”.

HOW WE USE PERSONAL DATA

To contact you about our relevant content, products, and services.

We will use your Subscription Information to contact you about our products and services and keep you up to date with our latest marketing, sales, service tips and news (“**Newsletters**”).

Subject to your specific consent, we will use your Subscription Information for online marketing purposes.

Subject to your specific consent, we and third parties such as Facebook will use your Subscription Information to serve you and other Internet users with targeted ads while you surf the web (“**Online Advertising**”).

You may opt-out of Newsletters or Online Advertising by sending an email to support@lightricks.com

You may 'opt-out' of us using your Subscription Information to send you Newsletters, or from using your Subscription Information for Online Advertising. You can do this at any time by sending us an email to: support@lightricks.com. You can also unsubscribe to Newsletters by clicking the “unsubscribe” link that we place at the bottom of each Newsletter email.

We use Analytics Information to improve and enhance the Website, our services and our email communications. We also use it for business administration purposes.

We use Analytics Information to understand how visitors use our website, and to improve the Website and enrich the content on the Website, our email communications and the products services we offer to customers. We will also use the Analytics Information to understand the market in which Lightricks operates in and for managerial reporting and business planning.

WHEN AND HOW WE SHARE PERSONAL DATA WITH OTHERS

We will not share your information with third-parties, except in the events listed below or when you provide us your explicit and informed consent

We share your information with our subsidiaries.

We will share your information with members of our corporate group of companies, who help us process the data for the purpose set out above.

We share your information with our service providers helping us operate our business, the Website and the products.

We will share your personal information with our service providers, such as Mailchimp (The Rocket Science Group LLC), and Google LLC, who assist us with the internal operations of our Website, our Newsletters and other aspects of our business. These companies are authorized to use your personal information in this context only as necessary to provide these services to us and not for their own promotional purposes. We do not sell your personal information to third parties.

We will share your information with competent authorities, if you violated the terms of your engagement with Lightricks.

If you have breached the terms of use of the Website, this Policy or any other agreement you have with Lightricks, abused your rights to use the Website, or violated any applicable law. Your information will be shared with competent authorities and with third parties (such as legal counsels and advisors), for the purpose of handling of the violation or breach.

We will share your information if we are legally required.

If we are required to disclose your information by a judicial, governmental or regulatory authority.

We will share your information with third-party in any event of change in Lightricks's structure.

If the operation of Lightricks or the Website is organized within a different framework, or through another legal structure or entity (such as due to a merger or acquisition, we will share your information to enable the structural change.

COOKIES AND OTHER TRACKERS

What are cookies?

Cookies are text files, comprised of small amount of data, that are saved on your computer or other device (e.g. smartphone, tablet, etc.) when you use internet and visit various websites.

We use a Website add-on to enable you to control the use of cookies.

We use an add-on to enables you to control the use of marketing cookies, and statistics cookies. You can change your mind at any time by enabling or disabling the cookies through the add-on. We will not use cookies unless you provide your explicit consent to them through the add-on.

We use third party cookies for Website statistic and for marketing purposes.

We use cookies for two purposes, as briefly explained below.

Statistics. Analytics Cookies operated by third party – Google – that help us understand how you and other users interact with our Website by collecting data that does not in itself directly identify you.

Marketing. Cookies operated by third parties – Google (remarketing) and Facebook (pixel). These are used to track visitors like you across

websites. The intention is to display ads that are relevant and engaging for the individual user and more valuable for websites and advertisers.

You can always delete or disable cookies.

Other than the add-on, you can always delete the cookies saved on your device through your computer browser or your device. You can also disable cookies for future uses through the settings options of your computer browser or device.

SECURITY AND DATA RETENTION

We will retain your personal information for as long as we need it to operate the Website and interact with customers, and thereafter as needed for record-keeping matters.

We retain personal data for the duration needed to support our ordinary business activities operating the Website and interacting with customers. Thereafter, we will still retain your personal information as necessary to comply with our legal obligations, resolve disputes, establish and defend legal claims and enforce our agreements.

We implement measures to secure your information

We implement measures to reduce the risks of damage, loss of information and unauthorized access or use of information. However, these measures do not provide absolute information security. Therefore, although efforts are made to secure your personal information, it is not guaranteed, and you cannot expect that the Service will be immune from information security risks.

ADDITIONAL INFORMATION FOR USERS IN THE EU

Lightricks is the data controllers of the personal data we collect via the Website.

The following is the data controller for the purposes of the personal data we collect via the Website and the products and services offered through the Website.

Lightricks Ltd.

5.4 Prof. Rakah Street

Jerusalem, 91904, Israel

Lightricks' EU representative can be reached at eu.representative@lightricks.com

The European representative of Lightricks, for purposes of this Notice is Lightricks UK Inc., If you are within the European Economic Area, you may contact our European representative the at the following address: eu.representative@lightricks.com

Legal bases for processing your information

The legal basis under EU law for collecting and processing your Subscription Information for Newsletters and Online Advertising is your explicit consent.

The legal basis under EU law for collecting and processing Analytics Information is our legitimate interest in managing the Website and business development and planning.

The legal basis under EU for processing your information through the use of Cookies, is your explicit consent.

The legal basis under EU law for sharing your information with competent authorities, if you violated the terms of your engagement with Lightricks, is our legitimate interests in enforcing our legal rights.

The legal basis under EU law for required disclosure of your information to a judicial, governmental or regulatory authority, is our legal obligations to comply with such requirements and our legitimate interests in complying with legal requests from authorities.

The legal basis under EU law for sharing your information to enable the structural change in our operations, is our legitimate interests in business continuity following the structural change.

We will transfer your information internationally in accordance with applicable data protection laws.

Information we collect from you will be processed in Israel, which is recognized by the European Commission as having adequate protection for personal data.

If we transfer your information from within Europe to other jurisdictions outside Europe, such as the United States we will endeavor to do so done using adequate safeguards determined by the EU Commission, such as the Privacy Shield framework for data transfers to the United States.

You have certain rights to access, update or delete your information, obtain a copy of your information, withdraw your consent and object or restrict certain data processing activities

If you are in the EU, you have the following rights under the GDPR:

Right to Access your personal data that we process and receive a copy of it.

Right to Rectify inaccurate personal data we have concerning you and to have incomplete personal data completed.

Right to Data Portability, that is, to receive the personal data that you provided to us, in a structured, commonly used and machine-readable format. You have the right to transmit this data to another service provider. Where technically feasible, you have the right that your personal data be transmitted directly from us to the service provider you designate.

Right to Withdraw Consent to processing your personal data, at any time. If you do that, we will still process certain information on legal basis other than consent, as described in this Policy. Withdrawing your consent will not affect the lawfulness of data processing we carried out based on your consent before such withdrawal.

Right to Object, based on your particular situation, to using your personal data on the basis of our legitimate interest. However, we may override the objection if we demonstrate compelling legitimate grounds, or for the establishment, exercise of defense of legal claims. You may also object at any time to the use of your personal data for direct marketing purposes.

Right to Restrict processing your personal data (except for storing it) if you contest the accuracy of your personal data, for a period enabling us to verify its accuracy; if you believe that the processing is unlawful and you opposes the erasure of the personal data and requests instead to restrict its use; if we no longer need the personal data for the

purposes outlined in this Policy, but you require them to establish, exercise or defense relating to legal claims, or if you object to processing, pending the verification whether our legitimate grounds for processing override yours.

Right to be Forgotten. Under certain circumstances, such as when you withdraw your consent, you have the right to ask us to erase your personal data. However, we may still process your personal data if it is necessary to comply with a legal obligation we are subject to under laws in EU Member States or for the establishment, exercise or defense of legal claims.

If you wish to exercise any of these rights, contact us at dpo@lightricks.com.

We reserve the right to ask for reasonable evidence to verify your identity before we provide you with information. Where we are not able to provide you with information that you have asked for, we will explain the reason for this.

You have a right to submit a complaint to the relevant supervisory data protection authority.

Subject to applicable law, you have the right to lodge a complaint with your local data protection authority. If you are in the EU, then according to Article 77 of the GDPR, you can lodge a complaint to the supervisory authority, in particular in the Member State of your residence, place of work or of an alleged infringement of the GDPR. For a list of supervisory authorities in the EU, click [here](#).

ADDITIONAL INFORMATION FOR USERS IN CALIFORNIA

When you use the Website, other parties, such as Google may collect information about your activities over time and across different websites.

The following disclosure is made pursuant to California Online Privacy Protection Act: When you use the Website, other parties, such as Google may collect personally identifiable information about your activities over time and across different websites or online services.

CHANGES TO THIS PRIVACY POLICY

If we change this Policy, we will post the updated policy on the Website.

From time to time, we may change this Policy, in which case we post the updated Policy on the Website. The latest version of the Policy will always be accessible on the Website.

CONTACT US

You can contact us at support@lightricks.com

Should you have any inquiries, complaints or suggestions, you may contact us at support@lightricks.com. We will do our best to resolve your issue in a timely manner.

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