

Privacy Policy

We, at GILI BEN ATAR ART (“Gili”, “we”, “our” or “us”) put great efforts into making sure that the personal information processed by us is safe and used properly, and that our privacy practices are properly communicated to you.

This Privacy Policy (this “**Policy**”) describes how we collect, store, use and disclose your personal information as a visitor or customer of our goods and services, on our website (at www.gilibenatar.art and its subdomains), social media pages, online ads and content, e-mails, customer support team or other communications under our control (collectively, the “**Service**”). We also automatically collect information while you access, browse, view or otherwise use our website and receive information from third parties or other available sources [Gili – **is it relevant? For example, if payment information is collected by a third party**).

Please note that this Policy applies to engagement with Gili for self-consumption and reseller’s operation to the same extent.

Specifically, this Policy covers:

1. Information That We Collect
2. How We Use Personal Information Collected
3. Sharing Personal Information
4. Disclosure of Personal Information
5. Retaining Personal Information
6. Transfer of Personal Information
7. Cookies and Tracking Technologies
8. Data Security
9. Your Choices
10. Your EU Data Subject Rights
11. Additional Notices

Please read this Policy carefully and make sure that you fully understand our privacy practices.

You are not legally required to provide us with any personal information and may do so (or avoid doing so) of your own free will. If you do not wish to provide us with your personal information or to have it processed by us or any of our Service Providers, please avoid any interaction with us or any use of our Service.

1. Information That We Collect

- Personal information that you provide us, when you use our Service, communicate with us by phone, email, social media or by submitting an inquiry via our website, opting in to receive our newsletter or otherwise provide personal information to us.
- Personal information that we automatically collect, through your interaction with our website by using “Cookies” (Please learn more about how we use cookies at Section 7) for example, the Internet Protocol (IP) address used to connect your access device to the internet, login, e-mail address, password, access device and connection information (such as browser type, version and time zone setting, browser plug-in types

and versions, operating system, and platform). We also may collect information about how you use our website, your log-in and log-out time, the duration of sessions, viewed specific content on web pages, activity measures and frequency and geo-location.

2. How We Use Personal Information Collected

We use personal information as necessary to provide our Service; to comply with our legal and contractual obligations; to support our legitimate interests in maintaining, improving and advertising our Service and protect and secure you, ourselves and our Service from misuse.

If you reside or are using the Service in a territory governed by privacy laws under which “consent” is the only or most appropriate legal basis for the processing of personal information as described herein (in general, or specifically with respect to the types of personal information you expect or elect to process or have processed by us), your acceptance of this Policy will be deemed as your consent to the processing of your personal information for all purposes detailed in this Policy. If you wish to revoke such consent, please contact us via gilibenatarart@gmail.com.

Specifically, we use personal information for the following purposes:

- To facilitate, operate, and provide the Service.
- To monitor, study and analyze the use of the Service.
- To contact you with general or personalized service-related messages, as well as promotional messages that may be of specific interest to you.
- To enforce our Terms of Use, this Policy and other contractual arrangements.
- To comply with court orders and warrants and prevent misuse of the Service and to take any action in any legal dispute and proceeding.
- To gain a better understanding on how you use and interact with our Service, and how we could improve users’ experience, and continue improving our products, offerings and overall performance of our Service.
- To facilitate and optimize our sales operations.
- To support and enhance our data security measures, including for the purposes of preventing and mitigating the risks of fraud, error or any illegal or prohibited activity.
- To create aggregated statistical data, inferred non-personal data, or anonymized or pseudonymized data (rendered non-personal and non-identifiable), which we or our Service Providers may use to provide and improve our Service, or for any other purpose; and
- To comply with applicable laws and regulations.

3. Sharing Personal information

- *Service Providers.* We may engage selected third-party to perform services complementary to our Service. Such service providers may include hosting and server co-location services, communications and content delivery networks (CDNs), data security services, fraud detection and prevention services, payment collection, web analytics, e-mail distribution and monitoring services, session, call or activity recording and analysis services, remote access services, performance measurement, data optimization and marketing services, social and advertising networks, content providers, e-mail, support and customer relation management systems, and our legal,

financial and compliance advisors (collectively, “**Service Providers**”). Our Service Providers may have access to personal information, depending on each of their specific roles and purposes in facilitating and enhancing the Service, and may only use the information for such limited purposes and commit to protecting your privacy as determined in our agreements with them.

- *Protecting Rights and Safety.* We may share personal information with others, if we believe, in good faith and in our sole discretion that this will help protect the rights, property or personal safety of our Service, our users or any members of the general public.
- *Structural Change.* A merger, acquisition or any other structural change will require us to transfer your personal information to another entity, as part of the structural change, provided that the receiving entity will comply with this policy.

4. Disclosure of Personal Information

We may disclose or allow government, public authorities and law enforcement officials access to your personal information, in response to a subpoena, search warrant or court order (or similar requirement), or in compliance with applicable laws and regulations. Such disclosure or access may occur if we believe in good faith that: (a) we are legally compelled to do so; (b) disclosure is appropriate in connection with efforts to investigate, prevent or take action regarding actual or suspected illegal activity, fraud, or other wrongdoing; or (c) such disclosure is required to protect our legitimate business interests, including the security or integrity of our Service.

5. Retaining Personal Information

We retain your personal information only for as long as it is reasonably necessary in order to maintain and expand our relationship and provide you with the Service; in order to comply with our legal and contractual obligations; to pursue our legitimate business purposes; or to protect ourselves from any potential disputes (i.e. as required by laws applicable to log-keeping, records and bookkeeping, and in order to have proof and evidence concerning our relationship, should any legal issues arise following your discontinuance of use), all in accordance with this policy.

Please note, that except as required by applicable law or our specific agreement with you, we will not be obligated to retain your personal information for any particular period, and we are free to securely delete it, restrict access to it, or de-identify potentially identifiable information at our sole discretion.

If you have any questions about our data retention policy, please contact us via [Gili – gilibenatarart@gmail.com].

6. Transfer of Personal Information

We store and process personal information by using third parties on servers located in Israel, Europe, and/or the United States, depending on the infrastructure used by Wix, our website platform provider as reasonably necessary for the proper performance and delivery of our

Service, or as may be required by law. While privacy laws may vary between jurisdictions, we make sure that our Service Providers, provide us with adequate security commitment to protect your privacy as required under the applicable law and this Policy, regardless of any lesser legal requirements that may apply in other jurisdictions.

If you are located in the European Economic Area (EEA), note that in case of transferring personal information related to you to other jurisdictions, we will use appropriate safeguards by way of entering into the European Union (EU) Standard Contractual Clauses with the relevant recipients of such information. You can receive further information about data transfer by contacting us at: gilibenatarart@gmail.com.

7. Cookies and Tracking Technologies

Our website uses cookies and similar technologies to improve your browsing experience, provide essential website functionality, and analyze traffic. Cookies are placed both by our own website (www.gilibenatar.art) and by third-party providers such as Wix.com, Wix apps (ecom.wixapps.net, engage.wixapps.net), and accessibility tools like Userway.org.

If you choose to make a purchase through our website, payment processing services will be provided by a third-party provider (e.g. Grow Payments). These services may also use cookies and similar technologies to ensure secure transactions and prevent fraud. The collection and use of your payment information will be subject to the privacy policy of the payment provider.

By continuing to use our website, you consent to the use of cookies. You can manage your cookie preferences at any time through your browser settings.

8. Data Security

We implement systems, applications and procedures to secure your personal information, to minimize the risks of theft, damage, loss of information, or unauthorized access or use of information. These measures provide sound industry-standard security, however, although we make efforts to protect your privacy and personal information, we cannot and do not guarantee the absolute protection and security of any personal information stored with us or with any third-parties.

9. Your Choices

If you wish to unsubscribe from our mailing list, you can notify us at any time via gilibenatarart@gmail.com or by following the “unsubscribe” instructions.

Please note that when you ask us to exercise any of your rights under this Policy or any applicable law including the EU or UK GDPR, the California Consumer Privacy Act (CCPA) / California Privacy Rights Act (CPRA), the Virginia Consumer Data Protection Act (VCDPA), or the Colorado Privacy Act (CPA), we may need to ask you to provide us certain credentials to make sure that you are who you claim you are and to ask you to provide further information to better understand the nature and scope of information that you request to access.

Such additional information will be then retained by us for legal purposes (e.g., as proof of the identity of the person submitting the request).

We may redact from the information which we will make available to you, any personal information or confidential information related to others.

10. Your EU Data Subject Rights

If EU data protection laws apply to the processing of personal data related to you, then you have the following rights:

- If the data processing is based on consent, note that you have the right to withdraw your consent at any time, but that the withdrawal of your consent does not affect the lawfulness of processing based on consent before its withdrawal.
- Request access to the Personal Data that we have about you.
- Request a copy of your Personal Data in electronic format or ask to directly transfer your personal data in accordance with your right to data portability.
- Request to rectify or correct any Personal Data that is inaccurate or incomplete.
- Request to delete or restrict access to your personal data when it is no longer needed for the purposes for which you provided it, as well as the right to restrict the processing of your Personal Data to certain limited purposes where erasure is not possible.

To exercise any of these rights, please contact us at gilibenatarart@gmail.com.

Further details about your rights under EU data protection laws, is available on the EU Commission's website at:

If you are a GDPR-protected individual, you also have the right to lodge a complaint with the relevant supervisory authority in the EEA or the UK, as applicable.

Note that when you send us a request to exercise your rights, we will ask you to provide us credentials to make sure that you are who you claim to be and will further ask you questions to understand the nature and scope of your request.

Additionally In the event of an erasure request, we may retain a copy of your Personal Data for our record-keeping purposes and to avoid entering your personal data in our systems after your request.

11. Additional Notices

Incorporation to the Terms of Use: This policy is an integral part of the Terms of Use or, if applicable, of any other Service agreement entered into between you (or the entity that you are acting on its behalf) and us.

Applicable law and dispute resolution: This Privacy Policy shall be exclusively governed by and construed in accordance with the laws of The state of Israel. The courts of Tel-Aviv,

Israel shall have exclusive jurisdiction in all disputes and proceedings arising from this Policy.

External Links: Our website may include links to third party websites, and integrations with third party services. Such websites and third-party services, and any information you process, submit, transmit or otherwise use with such websites and third-party services, are governed by such third party's terms and privacy practices and policies, and not by this Policy. This Policy applies solely to personal information collected by our website. We encourage you to carefully read the terms and privacy policies of such website and third-party services. This Policy applies only to our website and to our services. If you upload content, including personal information, to a social network and then tag our website, your submission will be subject to that social network's terms of use and privacy policy, even when you post on an official Gili's page on the social network.

Updates and Amendments: We may update and amend this Policy from time to time by posting an amended version on our website. The amended version will be effective as of the date it is published. We will provide prior notice if we believe any substantial changes are involved via communication means available to us or on our website. Continuing to use the Service after such notice means that you agree to the new policy.

Children: Our Service is not designed to attract children under the age of 16. We do not knowingly collect personal information from children and do not wish to do so. If we learn that a person under the age of 16 is using the Service, we will attempt to prohibit and block such use and will make our best efforts to promptly delete any personal information stored with us regarding such child. If you believe that we might have any such information, please contact us via gilibenatarart@gmail.com.

Questions, Concerns or Complaints: If you have any comments or questions regarding our Privacy Policy, or if you have any concerns regarding your personal information held with us, please contact us via gilibenatarart@gmail.com.