

## Israel Destination Privacy Policy

Valid as of: June 2022

Welcome to Israel Destination, registered company - Ya'ad, (Destination, Values and Journey) Ltd. (herein "**Israel Destination**", "**we**" or "**us**") Privacy Policy.

We at Israel Destination respect your privacy. We are committed to protecting your personal data held by us.

Our website (hereby "**the Site**") offers your group the best travel experience we can offer, and we collect your Personal Information for that purpose.

This Privacy Policy will help you understand what types of personal and non-personal information we collect, how we collect it and how we process and use it. It further explains how you can update, manage and delete it or contact us regarding any privacy issue.

This policy is incorporated and is considered as part of our [Terms of Use](#). Your use of the Site is subject to said Terms of use and this Privacy Policy and your use of the Site indicates your consent to their respective terms.

To review specific article of our Policy –

- The personal data we collect – [click here](#).
- Purposes for collection of data – [click here](#).
- How do we collect your personal data – [click here](#).
- Commercial offers – [click here](#).
- Disclosures and sharing of your personal data – [click here](#).
- Controlling your personal data – [click here](#).
- Aggregated data – [click here](#).
- International transfers - [click here](#).
- Data security – [click here](#).
- Your legal rights – [click here](#).
- Personal data of children – [click here](#).
- Contact us– [click here](#).

## **1. THE PERSONAL DATA WE COLLECT**

The term Personal Data or Information in this Policy means any information that personally identifies you or by which we believe may be used to identify you. It does not include data where your identity had been removed (anonymous data), statistical or aggregated data.

We collect Personal Data about you only if it is required for us to provide you with our service you requested or otherwise agreed to it. It may be divided to these categories:

- a. Personal name and detailed contact details, numbers and addresses (such as email address, personal telephone number, home or office address, etc.).
- b. Name and numbers of ID cards (such as passports).
- c. Health (and religious) related issues and data such as allergies, food preferences (such as Kosher food or vegetarian) or any other relevant data you wish to supply us with.
- d. Age and other details, as supplied by you on various contact pages.
- e. Any requests or other documentation supplied to us by you.

We may further collect, use, store and transfer different kinds of personal data about you which are less personal, yet they pertain to you:

- f. Online activity data such as pages which led you to our Site, pages you left our Site to, pages on the Site which you have viewed and various activity you or connected to our Site.
- g. Interactions with us, in any manner such as online by the telephone, by email, etc..
- h. Technical data of the device which you use (hardware and software) such as the internet protocol (IP) address / IMEI number of the device upon which you visit the Site and other software and hardware data of your device, such as time zone setting and location, browser plug-in types and versions, operating system and platform details, the data of the device you use and similar Meta-Data.

## **2. PURPOSES FOR COLLECTION OF DATA**

We have set out below a description of the ways and purposes we may use your Personal Data, which legal bases we rely on to do so and when we will delete it. We have also identified what our legitimate interests are, where appropriate.

Type of data/details processed (as detailed above)	Purpose/Activity	Lawful basis and legitimate interest for collecting and processing	When is it deleted
(a) Personal name and various contact details.	<ul style="list-style-type: none"> <li>- Negotiating and executing agreements between us;</li> <li>- Supplying you with the services you requested;</li> <li>- Better serving your personal needs online and abroad;</li> <li>- Legal, tax and documentation reasons and obligations;</li> </ul>	<ul style="list-style-type: none"> <li>(1) Consent;</li> <li>(2) Performance of a contract;</li> <li>(3) Legal requirements</li> <li>(4) Tax requirements</li> <li>(5) Our legitimate interests.</li> </ul>	After 7 (seven) years or at any time we may do so subject to our tax and accounting duties and for legal protection of our interests.
(b) Personal name and numbers of ID cards.	<ul style="list-style-type: none"> <li>- Supplying you with the services you requested;</li> <li>- Legal, tax and documentation reasons and obligations;</li> </ul>	<ul style="list-style-type: none"> <li>(1) Consent;</li> <li>(2) Performance of a contract;</li> <li>(3) Legal requirements</li> <li>(4) Tax requirements</li> <li>(5) Our legitimate interests.</li> </ul>	At the time we may delete our accounting data due to tax duties we are subject to.
(c) Health and religious related issues and data.	<ul style="list-style-type: none"> <li>- Protecting you and your health at any relevant time;</li> <li>- Your personal safety;</li> <li>- Acknowledging your beliefs.</li> <li>- Insurance reasons;</li> <li>- Legal, tax and documentation reasons and obligations;</li> </ul>	<ul style="list-style-type: none"> <li>(1) Protection of your vital interests and safety;</li> <li>(2) Consent;</li> <li>(3) Performance of a contract;</li> <li>(4) Legal requirements</li> <li>(5) Our legitimate interests.</li> </ul>	Religiously related information will be deleted by the end of the year your trip has ended. Health information will be removed after three (3) years for legal and insurance reasons.
(d) Age and other details	<ul style="list-style-type: none"> <li>- Offering you with services, products and various commercial suggestions with better relevancy to you;</li> </ul>	<ul style="list-style-type: none"> <li>(1) Consent;</li> <li>(2) Our legitimate interests.</li> </ul>	Such information will be deleted by the end of the year your trip has ended.
(e) Online activity data	<ul style="list-style-type: none"> <li>- Optimizing your personal experience from the Site;</li> <li>- Offering you with services, products and various commercial suggestions with</li> </ul>	<ul style="list-style-type: none"> <li>(1) Our legitimate interests</li> </ul>	After 3 (three) years due to the fact we wish to offer you better suited information as regarding your interests.

	<ul style="list-style-type: none"> <li>- better relevancy to you;</li> <li>- Optimizing the Site's functionality and services based on our users' and clients' activity;</li> </ul>		
(f) Technical Data of the device you use	<ul style="list-style-type: none"> <li>- Optimizing your personal experience from the Site;</li> <li>- Optimizing the Site's functionality and services based on our users' and clients' activity;</li> </ul>	(1) Our legitimate interests	After 3 (three) years due to the fact we wish to offer you better suited information as regarding your interests.
(g) Interactions with us	<ul style="list-style-type: none"> <li>- Responding to your request, as it may be;</li> </ul>	<ul style="list-style-type: none"> <li>(1) Consent;</li> <li>(2) Performance of a contract;</li> <li>(3) Legal requirements (if relevant)</li> <li>(4) Tax requirements (if relevant)</li> <li>(5) Our legitimate interests.</li> </ul>	After 7 (seven) years or at any time we may do so subject to our tax and accounting duties and for legal protection of our interests.
(h) Data required for compliance with state's, law agencies' or courts' decisions, writs or requests	<ul style="list-style-type: none"> <li>- Properly responding to any such decision, writ or request</li> </ul>	<ul style="list-style-type: none"> <li>(1) Legal requirements</li> <li>(2) Our legitimate interests</li> </ul>	After 7 (seven) years or at any time we may do so subject to our tax and accounting duties and for legal protection of our interests.
(i) Data required for enforcing our Terms of Use or any agreement with us	<ul style="list-style-type: none"> <li>- Negotiating with you</li> <li>- Any dispute under any relevant court</li> </ul>	<ul style="list-style-type: none"> <li>(1) Performance of a contract;</li> <li>(2) Our legitimate interests;</li> <li>(3) Legal requirements.</li> </ul>	After 7 (seven) years or at any time we may do so subject to our tax and accounting duties and for legal protection of our interests.
(j) Data required for detecting abuse or fraud	<ul style="list-style-type: none"> <li>- Reviewing irregular activity and understanding its origin</li> </ul>	<ul style="list-style-type: none"> <li>(1) Performance of a contract;</li> <li>(2) Our (and our various clients') legitimate interests.</li> <li>(3) Legal requirement.</li> </ul>	Such information will be deleted by the end of the year your trip has ended.

**Consent** means you have been given notification of the collection and processing of your Personal Data, its scope and its relevant characteristics and you have agreed to anything herein and accepted this Privacy Policy by clicking on "I Agree";

**Performance of a contract** means negotiating and performing an agreement with you or performing the service we undertook to perform on our Terms of use, to which you agreed to. This includes anything required by us and mainly by various

partners and suppliers we connect with, in order to best operate all aspects of your trips, in any manner (such as hotels, land carriers, air carriers, insurance companies, caterers, guides, etc. who operate certain aspects of your visits);

**Protecting your vital interest** may include any notification of an allergic reaction you might have, limitations on dietary intake and food you may or may not consume), various religious or similar preferences, such as food intake or any other matter you may require.

**Legitimate interest of ours** may include any of the following: providing and improving our services, developing new services, customizing and better supplying our current services, understanding the use of our Site and services, marketing our services, offering you commercial offers, detecting and preventing fraud or misuse, protecting us, you or any of our users from harm, claim or cause of any manner, performing research based on our data and aggregated data, fulfilling our obligations to our third party partners and suppliers (such as hotels, land carriers, air carriers, insurance companies, caterers, guides, etc. who operate certain aspects of your visits), enforcing our Terms of use or any other legal action or proceedings;

### **3. HOW DO WE COLLECT YOUR PERSONAL DATA?**

We only collect your personal data if you supply it to us, or by monitoring your activity on the Site.

We also collect data which you supply us in any manner, whether by

- (1) Filling a digital form and submitting your data and answers (including "lead" and "landing" pages, game pages, etc.);
- (2) Submitting the data to any of our employees, agents, partners or suppliers, who supply it to us, as we coordinate your visit ;
- (3) Using the Site in various manners;
- (4) Sending us forms, data or answers in any manner, either digital or written on paper.
- (5) Using the Site. This will be done by first-person and third-person cookies we use.

using the Site (by various cookies), e-mailing us, talking to our agents on the phone, sending us facsimile or other written messages, etc.

#### **4. COMMERCIAL OFFERS**

We (and only we, as we will not share your email and details with any other advertiser) will, on occasion, send you electronic messages (such as e-mails, texts, WhatsApp messages, "push" notifications or any other message on any media). Those will include professional and/or commercial offers (such as trips and other activities that might be of special interest to you) in relation to various aspects of the tourism business, in Israel and abroad.

Upon you joining our mailing list, you will be prompted to indicate your consent to such commercial messaging.

Naturally, you may remove yourself from our list at any time you wish by replying "remove" to the message sent to you or by emailing us at [admin@israeldestination.co.il](mailto:admin@israeldestination.co.il) and we will act accordingly.

#### **5. DISCLOSURES AND SHARING OF YOUR PERSONAL DATA**

We will share your Personal Data with various third parties. For example:

- (1) Suppliers which take part in attending your needs prior, on or after your trip, such as hotels, air, sea and land carriers, caterers and restaurants, etc.
- (2) Insurance agencies and companies that might or that are insuring you.
- (3) Medical personnel that might attend you regarding or during your visit to Israel.
- (4) Social media companies (Such as Facebook, Inc.) and search engine companies (Such as Google, Inc.) who use cookies, pixels and the like in their advertising and analytical services.
- (5) Cloud platform companies (such as Amazon, Inc.), who's servers we use to save our data within.
- (6) State agents, policepersons, law agencies, legal firms etc. for the purpose of compliance with relevant laws, rules, decisions, writs or requests.
- (7) Relevant courts or other recipients for the purpose of enforcing our Terms of Use or any agreement with us.

We store your Personal Data on cloud platforms such as microsoft365 and the Airtable website and application (<https://airtable.com/>) or other services which shall replace those. In either platform, such data is protected by appropriate protection measures as relevant to data of its kind.

We require all third parties to respect the security and privacy of your Personal Data and to treat it in accordance with the law. We do not allow our third-party service providers to use your Personal Data for their own purposes and only permit them to

process your Personal Data for specified purposes and in accordance with our instructions.

## **6. CONTROLLING YOUR PERSONAL DATA**

You can always review and update certain elements of your Personal Data by contacting us by email [admin@israeldestination.co.il](mailto:admin@israeldestination.co.il), phone (+972.2.572.3344) or visiting us at Pierre Koenig 32, Jerusalem, Israel and updating us.

## **7. AGGREGATED DATA**

We use anonymous, statistical or aggregated information in a form that does not enable the identification of a specific user, in order to operate our services, improve them and better serve you and other users of our services. Such data may also be shared with third parties at our discretion, as this is no longer personal information.

## **8. INTERNATIONAL TRANSFERS**

We store our information and data on cloud-servers located in various countries (such as Israel and the USA), so your personal information may be located on them, outside your country. As privacy and protection of data laws may vary in different countries, we have adopted a unified approach that shall protect all of our databases and transfers.

## **9. DATA SECURITY**

We consider the security of our data as a top priority. Therefore, we use appropriate security measures to prevent your Personal Data from being accidentally lost, used or accessed in an unauthorized way, altered or otherwise disclosed and also when transferring the data to or from your device or our databases.

We use encryption to protect the devices we and our employees use, such as laptops and servers. We further have various defenses and access control on our servers and devices. We keep all our security measures up-to-date.

However, please note that these security measures cannot provide absolute assurance that mishaps will not happen. We cannot guarantee, and you may not expect, that our database will be protected in any case from any wrongdoers, malfunctions, improper access or any other kind of misuse or abuse.

## **10. YOUR LEGAL RIGHTS**

You might have rights under European data protection laws in relation to your personal data and within those, you may:

- Request access to your personal data.
- Request correction of your personal data.
- Request erasure of your personal data.
- Object to processing of your personal data.
- Request restriction of processing your personal data.
- Right of personal data portability.
- Right to withdraw consent.

For further review of privacy rights under the GDPR, click on the link herein - <https://gdpr-info.eu/chapter-3/>.

If you wish to exercise any of the rights set out above, please Contact us and our Privacy Office (Mr. Tal Midler, at [Tal@israeldestination.co.il](mailto:Tal@israeldestination.co.il), +972.2572.3344 or General Pierre Koenig 32, Jerusalem, Israel, explain what you wish us to do and identify yourself in a manner that allows us to deal with your request as quickly as possible.

We will not charge fees as you exercise your rights. However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

## **11. PERSONAL DATA OF CHILDREN**

If you are a child of less than 18 years old, we will not supply you with any of our services and not collect any of the data related to you (as we may not supply you with the services due to lack of relevant data).



Only if your parent or custodian specifically supplies us with your data and signs he had done so willingly and agrees to our Privacy Policy.

Please note that as we operate trips for families and youngsters, we will hold Personal Information that you, our clients, supply us with, including children under the age of 18 (if you supply such information). Nevertheless, such information will be held with extreme caution and care, and will be deleted as soon as possible to the best of our ability.

## **12. CONTACT US**

If you have any question regarding your personal data or concerns about this Policy, feel free to contact Mr. Tal Midler, at [Tal@israeldestination.co.il](mailto:Tal@israeldestination.co.il), +972.2572.3344 or at General Pierre Koenig 32, Jerusalem, Israel. Should you file any complaint to us regarding any privacy or other problem you may have, we will do our best to deal with it swiftly, efficiently and in a friendly manner. You may also address us as to change or delete any (inaccurate) data we may hold regarding yourself.

## **COOKIE POLICY**

### **What are cookies?**

A cookie is a small text file that our website stores on your computer or mobile device when you visit our Site.

There are kinds of cookies:

- **First party cookies** are cookies set by us. Only our website can read those.
- We also use external services (such as analytics or advertising services), which set their own cookies on our Site. Those are known as **third-party cookies**.

"**Session cookies**" are short-termed cookies, that are deleted when you quit your browser or close your device. "**Persistent cookies**" are cookies that are saved on your computer or device, and are not deleted automatically at the end of the session.

Every time you visit our Site, we will issue cookies on your device, as detailed below.

We also use cookies to establish anonymized statistics about our users' browsing experience on our Site.

### **How do we use cookies?**

Our "first-party cookies" are set and controlled by us.

However, on some of the pages on our Site, you will have to accept cookies from external organizations.

We use three types of **first-party cookies** in order to:

- make our Site operational and better adopted to our users' needs and interests.
- store your preferences, while surfing our Site.
- gather analytics data (about users behavior).

### **Visitor preferences**

These are set by us and only we can read them.

### **Operational cookies**

There are some cookies that we have to include in order for certain web pages to function. They do not require your consent. In particular:

- **authentication cookies**
- **technical cookies** required by certain IT systems

### **Authentication cookies**

These are stored when you log in to our Site. When you do this, you accept the associated [privacy policy](#).

### **Analytics cookies**

We also use these for internal review and understanding of how we can improve the services we provide for you and all our users.

These cookies assess and record how you interact with our Site – as an anonymous user (the **data gathered does not identify you personally**).

Also, this data is **not shared with any third parties** (except our Site's management firm) or used for any other purpose.

When the data becomes anonymized, the statistics might be shared with others.

.

### **Third party cookies**

Some of our pages or ads within them, display content from external providers, such as Google, Facebook and so on.

When you view this third-party content (such as advertisements), you will be subject to their third-party cookies and to their privacy and cookie policies, which we have no control over.

Such third parties include Facebook (the Pixel, here <https://www.facebook.com/business/m/privacy-and-data>) and Google (Analytics, here <https://policies.google.com/privacy?hl=en-US>).

### **Deleting cookies from your device**

You can delete all cookies that are already on your device by clearing the browsing history of your browser. This will remove all cookies from all websites you have visited.

Be aware, though, that such activity may cause the loss of some saved information, such as log-in details and other sites' preferences.

## **Blocking cookies**

You can set most current browsers to prevent any cookies being placed on your device, but this may require you to manually adjust preferences every time you visit a site or a page. Furthermore, that might cause some services or functions to not work properly.