

PRIVACY POLICY

Company: Ticomsoft Ltd.

Website: ticomsoft.com

Last Updated: August 17, 2025

Effective Under: Israeli Privacy Protection Law 5741-1981 and Amendment No. 13 of 2025

1. GENERAL PROVISIONS

Ticomsoft Ltd. ("Company," "we," "us," or "our") is committed to protecting your privacy and respecting your information privacy rights in accordance with the Israeli Privacy Protection Law 5741-1981 and Amendment No. 13 of 2025. This Privacy Policy explains how we collect, use, store, and protect your personal information when you use our website or services.

Use of the ticomsoft.com website or any Ticomsoft service constitutes acceptance of this Privacy Policy. If you do not agree to the terms of this Policy, please refrain from using our website and services.

2. INFORMATION WE COLLECT

2.1 Personal Information You Provide Voluntarily

- **Contact Information:** Full name, email address, telephone number
- **Business Information:** Company name, industry sector, organizational role
- **Technical Requirements:** Project details, software requirements, technical specifications
- **Communication Content:** Messages you send to us through website contact forms
- **Additional Information:** Any other information you choose to share with us during communication

2.2 Personal Information Collected Automatically

In accordance with the expanded definitions under Amendment No. 13 to the Privacy Protection Law:

- **Browsing Data:** IP address (online identifier), browser type, operating system
- **Website Activity:** Pages visited, time spent, navigation patterns
- **Technical Information:** Screen resolution, language settings, time zone
- **Device Data:** Device type (computer/mobile/tablet), model and manufacturer

- **Online Identifiers:** Cookies, tracking identifiers, location data (where applicable)
-

3. HOW WE COLLECT INFORMATION

3.1 Direct Collection

- Contact forms on ticomsoft.com website
- Request forms for additional information about software solutions
- Direct telephone communications at 077-3319104, 054-4389461, fax 03-5368513, via email
- In-person meetings and technical consultation sessions
- Execution of agreements and business documents

3.2 Automated Collection Through Information Processing Technologies

In accordance with the expanded definition of "information processing" under Amendment No. 13:

- **Cookies** - To improve browsing experience and remember preferences
 - **Google Analytics** - For website traffic analysis and understanding user behavior
 - **Facebook Pixel** - For tracking website activity and targeted marketing purposes
 - **Additional Tracking Tools** - For performance analysis and service improvement
-

4. PURPOSES FOR WHICH WE USE YOUR INFORMATION

4.1 Primary Purposes

- **Service Provision:** Contacting you, providing quotes, delivering software development and information systems services
- **Solution Development:** Understanding your technical needs and developing customized solutions
- **Customer Service:** Responding to your inquiries, resolving technical issues, providing support
- **Service Improvement:** Analyzing website usage, identifying issues and barriers, developing new services
- **Marketing Communications:** Sending updates about software solutions, promotions, and relevant opportunities

4.2 Legal and Business Purposes

- Compliance with legal and regulatory requirements

- Protection of our legal rights and intellectual property
 - Prevention of misuse of the website or services
-

5. WITH WHOM WE SHARE INFORMATION

5.1 Service Providers and Technology Partners

Your information may be transferred to the following parties for service provision:

Technology Platforms:

- **WordPress** - Website management platform
- **Cloud Service Providers** - For data storage and processing
- **Development Tools** - Software development and testing environments

Analytics and Marketing Services:

- **Google Analytics** - Website traffic analysis
- **Facebook** - Marketing activities and targeted campaigns

Related Companies:

- **Visual 3D Ltd.** - In cases of integrated projects requiring visual solutions
- **Kidum Plus** - In cases of projects requiring integrated digital marketing solutions

5.2 Additional Disclosure

We may disclose information in the following circumstances:

- In accordance with legal requirements or court orders
 - To protect our legal rights and intellectual property
 - In case of business sale or merger (following prior notice)
-

6. INFORMATION SECURITY

We implement advanced technical and organizational measures to protect your information:

6.1 Technical Security Measures

- Data encryption in transit and at rest
- Secure servers with advanced firewall protection
- Continuous backups and disaster recovery programs
- Regular security updates for systems
- Special protection for technical information and project details

6.2 Organizational Security Measures

- Access restriction to information limited to relevant employees only
 - Staff training on information security and professional confidentiality
 - Protocols for preventing information leaks
 - Confidentiality agreements with employees and subcontractors
-

7. YOUR RIGHTS

In accordance with the Israeli Privacy Protection Law 5741-1981 and Amendment No. 13 of 2025, you have the following rights:

7.1 Right of Access and Correction

- To receive information about the personal data we maintain about you
- To request correction of incorrect or inaccurate information
- To receive a copy of your information

7.2 Right of Deletion and Restriction

- To request deletion of your information (subject to legal obligations and project requirements)
- To restrict information processing in certain circumstances
- To object to information processing for marketing purposes

Important Note: Deletion of technical information related to active projects may affect our ability to provide support or updates to your software solutions.

8. COOKIES AND TRACKING TECHNOLOGIES

8.1 Types of Cookies Used

- **Essential Cookies:** For basic website functionality
- **Performance Cookies:** For measuring and improving website performance
- **Marketing Cookies:** For displaying relevant advertisements

8.2 Managing Cookie Preferences

You can manage cookie settings through:

- Your browser settings
- Website preference management tools
- Opting out of Google Analytics activity

- Opting out of Facebook Pixel activity
-

9. INFORMATION RETENTION

We retain your information for the following periods:

- **Active Customer Information:** For the duration of service provision and up to 7 years thereafter
 - **Technical Information and Project Specifications:** For the duration of the project and up to 5 years after completion (for support and updates)
 - **Inquiries and Information Requests:** Up to 3 years from date of inquiry
 - **Analytics Data:** Up to 26 months (Google Analytics)
 - **Marketing Information:** Until consent withdrawal or 7 years
-

10. CHANGES TO THIS PRIVACY POLICY

We reserve the right to update this Privacy Policy from time to time. In case of material changes, we will notify you through:

- Prominent notice on ticomsoft.com website
- Email notification to registered customers
- Update of the "Last Updated" date at the top of this Policy

Continued use of the website following publication of changes shall constitute acceptance of the updated version.

11. CONTACT AND REQUESTS

11.1 Contact Information

Ticomsoft Ltd.

Telephone: 077-3319104

Mobile: 054-4389461

Fax: 03-5368513

Sales Email: sales@ticomsoft.com

General Email: info@ticomsoft.com

Website: ticomsoft.com

11.2 Privacy-Related Requests

For any privacy-related requests, your rights, or regarding this Policy, you may contact us:

- **Email:** info@ticomsoft.com
- **Telephone:** 077-3319104
- **Subject Line:** "Privacy-Related Request"

We commit to responding to every inquiry within 30 business days.

12. GOVERNING LAW AND JURISDICTION

This Privacy Policy is subject to the laws of the State of Israel, particularly the Privacy Protection Law 5741-1981, Amendment No. 13 of 2025, and regulations promulgated thereunder. Any dispute arising from this Policy shall be subject to the exclusive jurisdiction of the courts of Israel.

Update Declaration: This Privacy Policy is current as of August 17, 2025 and complies with Amendment No. 13 to the Privacy Protection Law that came into effect in August 2025. We recommend reviewing this Policy periodically to stay informed of any changes.