

## **Privacy Policy**

Fischer Pharmaceuticals Limited, Company No. 510452501, with its registered office at Bar Yochai 9, Bnei Brak (the "**Company**"), is committed to protecting and safeguarding the privacy of users of the website managed and operated by the Company at <https://www.peace.co.il/> (the "**Website**"). Each individual accessing or using the Website shall be referred to as a "**User**" and collectively as the "**Users**".

This privacy policy (the "**Privacy Policy**"), sets forth the terms and conditions governing the collection, use, processing, and storage of information by the Company from or relating to Users. This Privacy Policy is intended to provide Users with comprehensive notice regarding the Company's privacy practices, including, without limitation, the sources and categories of information collected, the purposes for which such information is collected, the manner in which such information may be used, and the policies and procedures adopted by the Company for the handling, protection, and retention of such information.

The information provided by the User, whether orally or in writing, is provided voluntarily at the sole discretion of the User and is not mandated or required by any applicable law. Notwithstanding the foregoing, should the User elect not to provide such information or withhold consent where required, the Company may be unable to furnish some or all of its services to the User, and certain features or functionalities of the Website may be limited or unavailable as a result.

All information provided by the User will be retained in the Company's database solely for the purposes outlined in this Privacy Policy. In furtherance of these purposes, the Company may disclose information pertaining to the User, in whole or in part, to third parties as expressly specified in this Privacy Policy.

By accessing and/or using the Website and/or any services offered by the Company through the Website, the User hereby expressly acknowledges and agrees to be bound by the terms and conditions of this Privacy Policy, including, without limitation, the collection, storage, processing, and management of their personal information within the Company's databases.

This Privacy Policy is written in the masculine gender solely for purposes of convenience; all references to the masculine gender herein shall be construed to include the feminine gender equally, and no provision of this Policy shall be interpreted to the detriment of any person by reason of gender.

### **1. Definition of Information**

For the purposes of this Privacy Policy, the term "**Information**" shall refer to any data or information collected by the Company, or provided to the Company by the User or on the User's behalf, in connection with the User's access to or use of the Website and any services made available therein, which is subject to protection in accordance with the provisions of the Privacy Protection Law, 5741-1981 (the "**Law**").

### **2. Channels through which the Company collects information About the user**

- 2.1. All information, data, or materials furnished or otherwise made available by the User to the Company.
- 2.2. Any information obtained by the Company in connection with a User's access to or use of the Website and/or any services provided by the Company, including, without limitation, information submitted via the "Contact Us" form.

### **3. Information that the Company collects about the User**

The Company will collect the following information about Users (all or part):

- 3.1. Identification and contact details including full name, telephone and email;
- 3.2. Any additional information that the User provides and/or is received by the Company in connection with the User and the use of the Website.

### **4. Use of Information**

The Company may collect and process information relating to the User for one or more of the following purposes:

- 4.1. To facilitate, provide, and manage services rendered by the Company or on its behalf;
- 4.2. To enable and support the User's use of the Website and the performance of transactions or operations therein;
- 4.3. For the development, maintenance, and operation of the Website, including monitoring User activity and ensuring its proper functioning;
- 4.4. To communicate with the User;
- 4.5. For purposes of analysis, research, and the preparation of statistical reports, including the creation and transfer of processed, statistical, or other aggregated information to third parties;
- 4.6. For internal purposes, including the investigation of complaints and/or reviews;
- 4.7. For the defense against claims, demands, or allegations made against the Company, its affiliates, or third parties acting on its behalf;
- 4.8. For the enforcement of the provisions of this Privacy Policy;
- 4.9. To comply with any applicable law, regulation, or legal requirement.

### **5. Sharing of Information with third parties**

- 5.1. The Company will not share, transfer or provide information to third parties except as detailed in the Privacy Policy.
- 5.2. The sharing or the transfer of information to third parties will include only relevant Information that does not exceed the scope necessary for the intended purposes. Any such transfers shall be effected on a proportional basis and exclusively for purposes that are clearly defined, explicit, and legitimate.
- 5.3. The Company may share information, in whole or in part, with third parties under one or more of the following circumstances:

- 5.3.1. Third parties that provide the Company with various services, including support for security and information technology (IT) systems, information storage, website development, as well as external legal and professional consulting services, and other third parties that assist the Company in connection with its operations.
- 5.3.2. If the Company receives any instruction, including but not limited to a judicial order, requiring it to disclose the User's details or any Information pertaining to the User pursuant to applicable law.
- 5.3.3. In the event of any dispute, claim, demand, action, suit, or legal proceeding arising between the User, or any person acting on the User's behalf, and the Company, or any person acting on the Company's behalf.
- 5.3.4. In the event of any transfer, sale, assignment, or acquisition of the Company and/or its assets, or any portion thereof, whether for consideration or otherwise, including, without limitation, any transfer of ownership of the Website and/or its contents, in whole or in part, to any third party, and further including, but not limited to, any merger of the Company and/or its operations with any third party, or any change of control, whether full or partial, in the Company, as well as any evaluation or consideration of the feasibility of any of the foregoing transactions.
- 5.3.5. In the event that a claim is asserted, or if the Company has reasonable grounds to suspect that a User has engaged in any act or omission which may result in harm or potential harm to the Company, its representatives, or any third party, including other Users, or if the Company suspects that a User is utilizing the Website for the purpose of committing, enabling, facilitating, assisting, or encouraging the commission of any unlawful or illegal act.
- 5.3.6. In any instance where the Company reasonably determines that disclosure of the information is necessary to prevent harm or injury to the Company, the User, or any third party.
- 5.4. In addition to the foregoing, the Company may transfer the information to third parties, as described above, including to recipients located outside the State of Israel, in jurisdictions where the level of data protection may not be equivalent to that required under Israeli law and may afford a lower standard of protection than is provided under Israeli privacy protection legislation.

## **6. Information Security**

The Company implements technical and physical safeguards for privacy and information security in accordance with prevailing industry standards. Notwithstanding the foregoing, the User acknowledges and agrees that the electronic storage and transmission of information, including via the internet, inherently involves certain security risks, and that absolute security cannot be

guaranteed. Accordingly, any provision of information by the User to the Company, particularly via the internet, is made voluntarily and at the User's own risk. The Company does not warrant or represent that the Website or any information stored therein will be completely immune from unauthorized access, disclosure, alteration, or destruction. In the event that the User has reason to believe that the security of any information transmitted to the Company has been compromised, the User is required to notify the Company promptly using the contact details provided in Section 15 of this Privacy Policy.

## **7. Limitation of Liability**

The Company, and any person or entity acting on its behalf, shall not bear any liability and shall be fully released and discharged from any and all responsibility whatsoever in connection with any damage, loss, or expense of any nature or kind, whether direct, indirect, incidental, consequential, or otherwise, which has been or may be incurred by Users and/or any third party, arising out of or relating to the collection, use, transfer to third parties, storage, security, or any other handling of information.

## **8. Information Retention Period**

The Company shall retain User information for such period as is necessary to fulfill the purposes set forth in this Privacy Policy, unless a longer retention period is required or permitted by applicable law.

## **9. Information Relating to Third Parties**

In the event that the User provides the Company with information pertaining to other individuals, including but not limited to family members or additional third parties, the User shall do so solely after: (a) informing such individuals of the contents of this Privacy Policy; and (b) obtaining all necessary consents required for the collection, use, disclosure, and transfer of such information in accordance with this policy and all applicable laws and regulations.

## **10. Links and Hyperlinks**

The Website may contain links, hyperlinks, or banners directing users to third-party websites. The Company does not monitor, review, or assume any responsibility for the reliability, legality, security, or privacy protection policies of such third-party websites.

The Company shall bear no responsibility or liability whatsoever for any use made by Users of links displayed on the Website that direct to external pages not hosted on the Website or to third-party websites. Users expressly agree to comply with all terms, conditions, and instructions applicable to such external websites or internet pages, and acknowledge that any matters, claims, or inquiries arising from or related to access, viewing, or use of such external sites shall be addressed directly with the operators or providers of those sites or pages. Accordingly, the Company disclaims any and all liability, of any nature, with respect to external websites,

including, without limitation, any matters concerning the collection, use, or transfer of information on such external websites, the content published thereon, and any other related issues.

## **11. Right of Access and Correction of Information**

The right to access and correct personal information is granted in accordance with Sections 13 and 14 of the Law. If the User wishes to access or correct their information, they may do so by contacting the Company using the contact details provided in Section 16 of this Privacy Policy below.

## **12. Applicable Law and Jurisdiction**

12.1. This Privacy Protection Policy, including any modifications, amendments, or updates thereto, and any use of the Website, shall be governed by and construed in accordance with the laws of the State of Israel, without giving effect to any principles of conflicts of law that would result in the application of the laws of any other jurisdiction.

12.2. The exclusive jurisdiction over any dispute, controversy, or claim arising out of or relating to the use of the Website and/or this Privacy Policy, or the breach, termination, enforcement, interpretation, or validity thereof, shall be vested solely in the competent courts located in Tel Aviv-Jaffa, Israel.

## **13. Changes and Updates**

The Company reserves the right, at its sole discretion, to amend or modify the Privacy Policy at any time, without prior notice or warning to the User. The version of the Privacy Policy most recently published on the Website shall be deemed binding upon the User. The User's continued access to or use of the Website following any such amendment or modification shall be deemed to constitute the User's acceptance of and agreement to the revised Privacy Policy, including all changes thereto.

## **14. Miscellaneous**

14.1. The User shall not assign or otherwise transfer any of their rights or obligations under this Privacy Policy to any third party without the prior written consent of the Company. The Company may assign or transfer any of its rights or obligations under this Privacy Policy to any third party at its sole discretion, without the need for the User's consent.

14.2. Nothing in this Privacy Policy shall be construed to limit, restrict, or derogate from any right, privilege, or remedy to which the Company and/or any person acting on its behalf is entitled under any applicable law.

## **15. Contact**

Should the User have any inquiries or comments concerning this Privacy Policy, the User is encouraged to contact the Company via email at [support@support.dr-fischer.com](mailto:support@support.dr-fischer.com)