



## TEL AVIV MEDICAL CLINIC

www.tamc.co.il

### Privacy Policy

#### A. General

1. Tel Aviv Medical Clinic R.N. ("TAMC") is committed to ensuring the privacy and security of its patients' personal information. We do this to provide you with the best medical care at our various medical service centers.
2. Our privacy policy explains in detail what types of personal information we collect, how we use it, and the steps we take to protect the information we hold. The policy also explains your rights regarding your personal information and how to contact us regarding privacy issues.

#### B. Types of Information Collected

1. Demographic Information: This may include your full name, social security number, email address, date of birth, gender, address, zip code and telephone number, and place of birth.
2. Miscellaneous Health Information: This may include personal and family medical history, information related to your current health condition, information about medical test referrals and test results, details of medical donations, and any information related to drug licenses or medical prescriptions.
3. Technical information. We may collect technical information such as the IP address and location of the computer you are using when you view our site. We also know about the device you use, including the type of device, its operating system, the language you use, the type of browser you use, and more.
4. Information about the use of the website. We may collect information about your use of our website, including the actions you take on the website, the length of your stay on the website, the pages you view and more.
5. Media and Location Information: Information related to your inquiries to our customer service, calls or online contacts, and your inquiries to the reception center, including recordings and call recordings, may also be collected.
6. The information you provide to us may conflict with existing data we hold, similar information that we provide to us, or similar information that is provided to us by third parties.

#### C. How information is collected

1. Information is collected from various sources directly or by contacting you. The information is the result of your activities and includes:
  - Information you provided as part of your medical services at TAMC.
  - Information provided as part of the process of joining TAMC Web Services.
  - Information collected when receiving services on the TAMC website.
  - Personal information provided during telephone or online contact with us, such as for customer service purposes, scheduling appointments or making changes to appointments.





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2. In addition, where possible and permitted, we may collect information from publicly available sources such as social networking sites. For example, if you contacted TAMC via Facebook, we may collect additional information from your Facebook profile.
3. In addition, we may collect information through cookies as shown below.
4. Users declare that they have no legal obligation to provide their personal information and agree to freely and voluntarily store and use this information for the purpose of storing it in TAMC databases. Users acknowledge that use of the information will be in accordance with the privacy policy and will not have any confidentiality implications for them, will not cause them any harm, and will not entitle them to damages or compensation.

#### D. Purposes for which the information is used

1. First and foremost, and for clarification only, the information we collect is used to provide you with better health care services and includes the processing of medical information, medical follow-up, and appointment scheduling. The information is also used for communication and identification, while ensuring the highest level of service.
2. Additional purposes for which the information is used:
  - Providing marketing offers and advertisements such as offers, services, promotions and personalized recommendations, as appropriate, through various means of communication such as mail, email, SMS, fax, automatic dialing systems and “push notification” messages through a device used on a website or any other means of communication.
  - Providing additional information, including news, updates and notices from TAMC, as well as additional information about its services. In addition, creating, offering and implementing “customer community” and marketing collaborations.
  - Manage our normal business activities, including managing internal processes, patient reporting, contract management, website management, payment collection and financial services provision.
  - Anonymous statistical analysis of information and its transfer to third parties. As part of this, TAMC may create anonymous datasets for the purposes of reporting and analyzing medical data for research. Published research results will not contain personally identifiable information about the original individuals.

#### E. Transfer of information

1. TAMC does not sell, rent or transfer personally identifiable information about you, in whole or in part, to third parties without obtaining your express consent.
2. Without derogating from the generality of the foregoing, TAMC may share your personal information with third parties in accordance with the provisions of the Privacy Act and the Registrar of Database guidelines regarding the use of outsourcing services for the purpose of processing personal information. In addition, TAMC may disclose this information about you, in





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whole or in part, to third parties in accordance with the above instructions in the following cases:

- When disclosure of information or part thereof is required to third parties who are involved or involved in the provision of services that TAMC provides to its clients, the provision of services is necessary. It is important to emphasize that these parties do not have permission to use the information beyond the purposes for which TAMC provides the information.
- TAMC will release information as necessary or as required by law or legal process.
- In the event that TAMC determines that your activities on the services violate the terms of use or are carried out for any harmful purposes.
- If TAMC organizes its business as part of another organization, including a merger with another organization or a business combination, TAMC will ensure that the combined third party accepts the provisions of this privacy policy.

3. TAMC may use third party products and tools, including tools provided by companies such as Google and Facebook, to analyze and improve your use of the Website ("Tools"). Among the tools that you can use are Google Analytics, Appsflyer, Acoustic, Google Firebase as well as Google Tag Manager, their use includes analyzing the statistical data of users on the website, collecting a variety of statistical information and monitoring activity on the site. In addition, TAMC may use third-party tools to personalize advertising and advertisements, including the use of tools such as Google Signals for users whose internal system settings allow it, and Facebook Pixel for the purpose of serving customized advertising across media networks.

A more detailed description of Google signals is available at [\[link attached here\]](#).

You can read more about Facebook Pixel at [\[link attached here\]](#).

As part of enabling tools used by third parties, they may use cookies to collect information about you, including your IP address, unique identifiers for the device you are browsing from, and other characteristics associated with your activity on the TAMC website. including pages, you visited and more.

For more information about third parties' use of cookies and the information collected through them, you can request information from their official websites, for example:

[Facebook Cookie Policy](#)

[Google Technology Policy](#)

[Acoustic Cookie Policy](#)

[Appsflyer Privacy & Cookie Policy](#)

For more information about cookies and how to delete them, see Chapter Ten below.





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### F. Saving information

1. TAMC will retain your personal information for as long as necessary for the purposes listed above and for the period specified or permitted by law. Data collected about you will be stored in TAMC's database and will be under its responsibility in accordance with the Privacy Act and the regulations required thereunder.

### G. Information security

1. TAMC uses varied and innovative measures to ensure information security and your privacy, and updates and updates this security content from time to time in accordance with legal requirements, including privacy regulations (information security).

### H. your rights

You have the right and opportunity to do the following:

- Opt out of certain collections or uses of your personal information, including our use for marketing purposes.
- Access your personal information, correct it, restrict its processing or prevent its use at all, or request its deletion.
- Receive personal information that you have provided to us in order to transfer it to another company.
- Revoke any consent you have given.
- File a complaint with a supervisory authority.

### I. Privacy Notice Updates

TAMC's Privacy Policy may change from time to time in accordance with applicable law. In any event, if TAMC makes material changes to this policy regarding how TAMC uses the information and details you provide, TAMC will notify you by posting a notice on the website or by sending an email.

### J. "Cookie"

1. A "cookie" is a small text file that is sent to your devices by a web server. This file is not a computer program and does not have the ability to read or perform any actions on the information it contains. The purpose of using cookies is to enable TAMC's servers to quickly and efficiently recognize you when you return and use one of TAMC's services and when you visit other websites. By agreeing to this policy, you authorize TAMC to set cookies on your device, use the information stored in cookies, and identify you based on it. By using cookies, TAMC may, at its discretion, publish information about itself on various websites that you visit (collectively, "Third Party Providers"). When you use these websites, information may be collected about you and TAMC may use it as described above. Please note that TAMC is not responsible for the



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operation of third-party websites or the content offered on them. These are completely independent sites. Therefore, we recommend that you review the privacy policy documents of each third-party website.

If you prefer to block cookies while browsing a website, you can change the settings of the browser you use so that it asks for your permission individually each time, or you can refuse them altogether. If you don't know how to do this, you can check the help tab of the browser you are using for instructions. It should be noted that if you choose to block cookies, it is possible that this will affect the services and other data offered on the site depending on your preferences and browsing habits, and thus the activity (including accessibility) of the si

