

KIBBU PRIVACY POLICY

Last Updated: September 2026

In order to ensure transparency and give you more control over your personal information, this privacy policy (“**Privacy Policy**”) governs how we, Kibbu Technologies Ltd., (“**Kibbu**”, “**we**”, “**our**” or “**us**”) use, collect and store personal information that we collect or receive from or about you (“**you**”) in connection with <https://www.kibbu.io/> (the “**Website**”) and the services provided therein (the “**Services**”).

We greatly respect your privacy, which is why we make every effort to provide a platform that would live up to the highest user privacy standards. Please read this Privacy Policy carefully, so you can fully understand our practices in relation to personal information. **Important note:** Nothing in this Privacy Policy is intended to limit in any way your statutory rights, including your rights to a remedy or other means of enforcement.

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This Privacy Policy can be updated from time to time and, therefore, we ask you to check back periodically for the latest version of this Privacy Policy. If we implement material changes in the way we use your personal information, in a manner that is different from that stated at the time of collection, we will notify you by posting a notice on our Website or by other means and take any additional steps as required by applicable law.

1. WHAT PERSONAL INFORMATION WE COLLECT, WHY WE COLLECT IT, AND HOW IT IS USED

(i) We Process the Following Personal Information:

- a. **Personal information provided through the Services.** We collect personal information that you voluntarily provide, including your full name, email address, password, usage pattern of the Services (collected via Technologies – see definition below) as well as any other personal information that you decide to provide us with. We also collect the contact and billing information of our customers.
- b. **Personal information provided through the Website.** When you use the Website, we collect any personal information that you voluntarily provide, including full name, email address, and the content of your message when you interact with the Website (e.g. when you send us an email).
- c. **Personal information automatically collected.** We automatically collect certain information through your use of Kibbu's Services and Website, such as cookie, pixels, tracking technologies and similar identifiers (“**Technologies**”), your Internet protocol (IP) address, and other device identifiers that are automatically assigned to your device, browser type and language, geo-location information, hardware type, operating system, internet service provider and other personal information about actions taken through the use of the Services and Website.
- d. **Personal information from Other Sources.** Kibbu may also obtain personal information about you from other sources, including publicly - or commercially-available information, and through third-party data platforms, partners and service providers.
- e. **Personal information you provide to us in person.** For example, when you visit one of our exhibition booths or attend one of our events and you provide us with your contact details.
- f. **Personal information we collect from online interactions.** For example, if you attend a webinar, contact us via social media or otherwise interact with our business, including as a representative of a current / prospective customer, supplier or partner, we track and make a record of those interactions, which may contain your contact details, such as full name, email address, messages and any other personal information that you decide to provide us with.

(ii) We process personal information for the following purposes:

- a. **To provide you with the Services.** We will use the personal information, including, without limitation, for the following purposes: (i) allow you to create an account; (ii) to provide you the Services and to process your requests; (iii) contact you with service-related communications (for example, to provide the Services, respond to inquiries, send security alerts, or provide transactional or administrative notices); (iv) fulfill any instruction and/or request made by you in the context of the Services; (v) to personalize your experience with our Services; (vi) to allow you to create more users and administrate your users; (vii) and to generally administer and improve the Services.
- b. **To allow you to make use of our Website.** We will use your personal information to allow you to make use of our Website, including, (i) if you contact us, we will use your personal information to process and answer your request; (ii) to answer your questions and to allow you to communicate with us (e.g., by using the Website); (iii) to analyze your use of our Website and to improve our Website; and (iv) to customize your experience.
- c. **For Administrative Purposes.** Kibbu uses your personal information (i) to respond to your questions, comments, and other requests for customer support, or information, including information about potential or future services; (ii) to provide you with the Kibbu Services; (iii) for internal quality control purposes; and (iv) to establish a business relationship; (v) to generally administer the Kibbu Services.
- d. **To Market our Website and Services.** Kibbu uses personal information to market Kibbu Services. Such use includes (i) notifying you about offers and services that may be of interest to you; (ii) conducting market research; (iii) developing and marketing new products and Services, and to measure interest in Kibbu's Services; (v) other purposes disclosed at the time you provide information; (vi) as you otherwise consent; and (vii) communicating with you for marketing and promotional purposes.
- e. **Security purposes.** Some of the personal information mentioned in this Privacy Policy will be used for detecting, taking steps to prevent and prosecuting fraud or other illegal activity; to identify and repair errors; to conduct audits; and for security purposes (including, where applicable, through tools to help detect automated abuse). Personal information may also be used to comply with applicable laws, with investigations performed by the relevant authorities, law enforcement purposes, and/or to exercise or defend legal claims.
- f. **De-identified and Aggregated Information Use.** We may create and use de-identified and/or aggregated information (including from Customer Information) to operate, analyze, improve, and develop our Services (including to train and improve AI models). We may share such de-identified and/or aggregated information with third parties for lawful purposes.
- g. **Cookies and Similar Technologies.** We use Technologies to automatically collect information through the Website and Services, which in certain cases could be considered personal information. We use Technologies that are essentially small data files placed on your device that allow us to record certain pieces of information whenever you visit or interact with the Website and Services. If you would like to opt out of the cookies and similar technologies we employ on the Website, you may do so by blocking, deleting, or disabling them as your browser or device permits or by changing your settings and preferences in the settings available on the Website.

(iii) The lawful bases we rely on for processing personal information are (if and when applicable):

- a. The data subject has given consent to the processing of his or her personal information;
- b. Processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract;
- c. processing is necessary for compliance with a legal obligation to which the controller is subject; and/or
- d. Processing is necessary for the purposes of legitimate interest.

2. CUSTOMER INFORMATION

- 2.1. For the avoidance of doubt, Kibbu is processing Customer Information (as defined below) on behalf of the applicable customer. Therefore, the customer is the party responsible for the security, integrity and authorized usage of Customer Information in the context of the services and also for obtaining consents, permissions and providing any required data subject rights and fair processing notices required for the collection and usage of such Customer Information. The customer is the sole responsible to ensure that the use of the Services is permitted under the applicable laws and jurisdictions.
- 2.2. Kibbu has a contractual relationship with its customers. In the context of Kibbu's Services, the customer can decide which information, including names, emails, addresses, prompts and inputs as well as any personal information that Kibbu's customer makes available to Kibbu in the context of the provision of the Services ("**Customer Information**") the customer will allow Kibbu access to. To the extent we process Customer Information on behalf of a customer, such processing is governed by our agreements with that customer, and the customer is responsible for providing appropriate notices to individuals and for responding to requests to exercise data subject rights. If you have any questions related to Customer Information processed on behalf of a customer, please contact that customer directly.

3. HOW WE PROTECT AND RETAIN YOUR PERSONAL INFORMATION

- 3.1. Security. We implement and maintain industry-standard technical, organizational and security measures designed to protect your personal information. However, please note that we cannot guarantee that the personal information will not be compromised as a result of unauthorized penetration of our servers. As the security of information depends in part on the security of the computer, device or network you use to communicate with us and the security you use to protect your user IDs and passwords, please make sure to take appropriate measures to protect this information.
- 3.2. Retention of your personal information. Your personal information will be stored until we proactively delete it from our records, or until you send a valid deletion request. Please note that in some circumstances we store your personal information for longer periods of time, for example (i) where we are required to do so in accordance with legal, regulatory, tax or accounting requirements, or (ii) for us to have an accurate record of your dealings with us in the event of any complaints or challenges, and/or (iii) if we reasonably believe there is a prospect of litigation relating to your personal information or dealings.

4. HOW WE SHARE YOUR PERSONAL INFORMATION

We may share your personal information as follows:

- 4.1. The personal information Kibbu gathers may be shared with our partners and other third parties.
- 4.2. We also share personal information about you with our affiliated companies.
- 4.3. We use third party service providers to process your personal information for the purposes outlined above, including, without limitation:
 - 4.3.1. With cloud service providers for hosting purposes;
 - 4.3.2. With websites and web content creation platforms in order to help us manage our Website;
 - 4.3.3. With email providers, marketing, CRM, other similar tool providers;
 - 4.3.4. With artificial intelligence tools and features; and
 - 4.3.5. With analytic companies, in order to help us understand and analyze information we collect in accordance with this policy.
- 4.4. To the extent necessary, with regulators, courts, banks or competent authorities, to comply with applicable laws, regulations and rules (including, without limitation, federal, state or local laws), and requests of law enforcement, regulatory and other governmental agencies or if required to do so by court order, as well as for internal compliance procedures and to protect the safety, security, and integrity of Kibbu, our Services, customers, employees, property, and the public. We may use or disclose the personal information we collect in order to ensure that our users are complying with all applicable aspects of our policies.
- 4.5. We may disclose personal information with our lawyers, accountants, auditors and other professional advisors where necessary to obtain legal or other advice or otherwise protect and manage our business interests;
- 4.6. We may use or disclose the personal information to investigate, prevent, or take action regarding illegal activities, suspected fraud, cybersecurity threats, situations involving potential threats to the physical safety of any person, violations of this policy, or as otherwise required or allowed by law and regulations;
- 4.7. If, in the future, we sell or transfer, or we consider selling or transferring, some or all of our business, shares or assets to a third party, we will disclose your personal information to such third party (whether actual or potential) in connection with the foregoing events (including, without limitation, our current or potential investors). In the event that we are acquired by, or merged with, a third party entity, or in the event of bankruptcy or a comparable event, we reserve the right to transfer, disclose or assign your personal information in connection with the foregoing events.
- 4.8. Where you have otherwise provided your consent to us for sharing or transferring your personal information.

5. YOUR PRIVACY RIGHTS

- 5.1. The following rights (which may be subject to certain exemptions or derogations) shall apply to certain individuals (some of which only apply to individuals protected by specific laws):
 - i. You have the right to withdraw consent to the processing, where consent is the basis of processing.
 - ii. You have the right to request access to your personal information held by us, along with details on how it is processed, subject to certain conditions. You have the right to demand rectification of inaccurate personal information about you. We will promptly correct any information found to be incorrect.
 - iii. You have the right to object to unlawful data processing under certain conditions.
 - iv. You have the right to the erasure of past personal information about you (your "right to be forgotten") under certain conditions.
 - v. You have the right to demand that we restrict the processing of your personal information, under certain conditions, if you believe we have exceeded the legitimate basis for processing, the processing is no longer necessary, or if you believe your personal information is inaccurate.
 - vi. You have the right to data portability of personal information concerning you that you provided us in a structured, commonly used, and machine-readable format, subject to certain conditions.
 - vii. The personal information we collect is not used for automated decision-making and profiling, except for automated processes in the context of marketing. As stated above, you can opt out of direct marketing by contacting Kibbu directly or by following the instructions through the unsubscribe options in our email messages.
- 5.2. You can exercise your rights by contacting us at privacy@kibbu.io. You may use an authorized agent to submit a request on your behalf if you provide the authorized agent written permission signed by you (where this is permitted by applicable law). To protect your privacy, we may take steps to verify your identity before fulfilling your request. Subject to legal and other permissible considerations, we will make every reasonable effort to honor your request promptly in accordance with applicable law or inform you if we require further information in order to fulfil your request. When processing your request, we may ask you for additional information to confirm or verify your identity and for security purposes, before processing and/or honoring your request. We reserve the right to charge a fee where permitted by law, for instance if your request is manifestly unfounded or excessive. In the event that your request would adversely affect the rights and freedoms of others (for example, would impact the duty of confidentiality we owe to others) or if we are legally entitled to deal with your request in a different way than initially requested, we will address your request to the maximum extent possible, all in accordance with applicable law.

- 5.3. **Marketing emails – opt-out:** You may choose not to receive marketing email of this type by unsubscribing in the link found at the bottom of the email.

6. **INTERNATIONAL TRANSFERS OF PERSONAL INFORMATION.** In order to run our business and provide our Website and Services to you, we transfer personal information to certain countries around the world, including to our affiliates and service providers, many of whom are located outside of your jurisdiction. Therefore, your personal information may be processed in countries with privacy laws that are different from privacy laws in your country. Whenever personal information is transferred internationally, we ensure it is protected by using Standard Contractual Clauses or other lawful mechanisms:
 - i. making sure the destination country has been deemed by the European Commission to provide an adequate level of protection for personal information; and/or
 - ii. by executing data onward transfer instruments such as data processing and protection agreements.

According to the Israeli law, by providing your consent to this Privacy Policy, you acknowledge and agree that Personal Information relating to you may be transferred to and stored outside the borders of Israel, in accordance with applicable law and for the purposes described herein.

7. **USE BY CHILDREN.** We do not offer our products or Services for use by children and, therefore, we do not knowingly collect personal information from, and/or about children under the age of 18. If you are under the age of 18, do not provide any information to us without the involvement of a parent or a guardian. In the event that we become aware that you provided personal information in violation of applicable privacy laws, we reserve the right to delete it. If you believe that we might have any such information, please contact us at privacy@kibbu.io.

8. INTERACTION WITH THIRD PARTY PRODUCTS. We enable you to interact with third party websites, mobile software applications and products or services that are not owned, or controlled, by us (each, a “**Third Party Service**”). We are not responsible for the privacy practices or the content of such Third Party Services. Please be aware that Third Party Services can collect personal information from you. Accordingly, we encourage you to read the terms and conditions and privacy policies of each Third Party Service.

9. ANALYTIC TOOLS/COOKIES

- We use log files. We use such personal information to analyze trends, administer the Website, track user movement around the Website, and gather demographic information.
- We reserve the right to remove or add new analytic tools, cookies, pixels and other tracking technologies.

10. CONTACT US. For any questions, concerns, or to exercise your privacy rights, please contact us at: privacy@kibbu.io.

Data controller: Kibbu Technologies Ltd. (as applicable)
