

## 1. Overview

This privacy policy sets out how eRate(c) Corporation uses, protects and treats any information that eRate(c) Corporation collects and receives, including information related to your use of the eRate(c) Web site (the "Site") or the eRate(c)s ad serving servers either by us or on behalf of our clients. The eRate(c) ad serving business is operated by eRate(c) Corporation and/or by its sister and/or affiliates companies worldwide. eRate(c) is committed to ensure that your privacy is protected. Should you provide certain personal information from which you can be identified when using the Site, you can be assured that it will only be used in accordance with the terms and conditions of this privacy policy. Personal information is information about you that is personally identifiable like your name, address, phone number, e-mail address, company name and information that is not otherwise publicly available. eRate(c) may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes. In addition when the Privacy Policy is changed we will update the last change time on the "site" <http://www.erate.co.il>

## 2. Information collection and use

### • If you register with eRate(c) as Publisher or Advertiser or Agency or Network:

When you register with us you may be asked for some personal information such as, but not limited to, name, address, company name, e-mail address, telephone number. We may also store your IP address to prevent any fraudulent access to your account. We use your data to communicate with you within your business activity with us and for billing purposes. We do not disclose any of your personal data to any third party. However, in case of a legal and proper Court Order requiring us to divulge your information we may be obliged to provide your information. Other than as required by a Court order, the only people authorized to view your contact or billing information are authorized employees of eRate(c) and/or eRate(c) sister companies, acting within the scope of their duties. We may use cookie to keep track of your activity on the Site.

### • If you are an Internet user

You receive advertising ads served by our clients: In the process of providing online advertising, eRate(c) does not collect any personally identifiable data, which is data collected with an intention to identify and contact a person such as name, address, telephone number or e-mail address ("PII") from Internet users with respect to such online advertising products. We use technology such as cookies and web beacons to collect general data on the performance of our colleges advertising campaigns so we can report aggregated results. This data is collected on an anonymous and nonpersonally identifiable basis. The non-personally identifiable information that eRate(c) collects may include, as an example, browser types, operating systems, domain names, access dates and times, referring website addresses, online transactions and browsing and search activity "Non-PII". eRate(c) collects data on behalf of our clients using eRate(c) cookie technology. When doing this, a persistent browser cookie is placed on the visitor's computer that will allow for the collection and storing of certain types of activity.

### **3. Information sharing and disclosure**

eRate(c) may make available to our clients Internet users non-personal information to better target their advertisements, for aggregate collection and reporting for clients and their partners and for the improvement of our ad serving system. In addition, we may combine anonymous information collected using our ad serving technology with that of third parties and partners for ad targeting and behavior modeling purposes.

eRate(c) may also share collected information in the following circumstances: \* We believe it is necessary to share information in order to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, violations of eRate(c)'s terms of use, or as otherwise required by law. \* We transfer information about you if eRate(c) is acquired by or merged with another company.

In this event, eRate(c) will notify you before information about you is transferred and becomes subject to a different privacy policy. The notice will be published on this page.

### **4. Cookies**

A cookie is a small file generated on a visitor's computer that allows us to gather non-personal data to target advertisements and track anonymous activity on this or other Web sites. Most Web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. When an internet user views an advertisement served by eRate(c) for one of our clients we may collect and store information including the visitor's anonymous cookie identifier, the advertisement shown to that visitor and certain geographic data. Some of our clients or their partners may send us anonymous data so that we may better target advertisements or determine if our advertisements have resulted in certain actions by the visitor. At no time does eRate(c) store any information from our clients that would allow us to individually identify those that view our advertisements. Overall, cookies allow our clients the ability to provide a better advertising experience for their visitors. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

### **5. Web beacons**

A Web beacon, or pixel, is a piece of HTML code placed onto a Web page or into an advertisement. When your Web browser loads a Web page or an advertisement is displayed, and a Web beacon is present, it sends a request to our servers. Our clients employ our beacons on Web pages and in advertisements to measure the effectiveness of advertising campaigns, to show specific advertisements to visitors based on anonymous data present in their cookie and to determine the usage pattern of ad viewers that visit their Web pages or those of their partners. The data collected is anonymous and is returned to our servers for processing and reporting.

### **6. Security**

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

## **7. Opt-Out**

eRate(c) is committed to protecting the privacy of visitors and providing privacy options for those that view advertisements served through our system. We offer the ability to opt out of our eRate(c) Cookie information system by implementing an eRate(c) Opt-Out cookie on your Web browser. Using the eRate(c) Opt Out Cookie will not prevent advertisements served through eRate(c) from being presented to you but will stop the collection and storing of data regarding your visit while being served an advertisement by one of our clients. To opt-out, please use the opt-out link in our site, found in about us page.

## **8. Links to other web sites**

Our Web site may contain links to enable you to visit other Web sites of interest easily. However, once you have used these links to leave our site, you should note that we do not have any control over that other Web site. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the Web site in question.

## **9. Questions and Suggestions**

If you have questions or suggestions about our Privacy Policy, please contact us at:

By email: [support@erate.co.il](mailto:support@erate.co.il)

By postal mail: eRate(c) David Hamelech 1, Hertzlya, Israel

**This policy is effective from March 16, 2012**