

## **Privacy Policy**

**Last Updated: 04 May, 2025**

WE CREATED THIS PRIVACY POLICY BECAUSE WE HIGHLY VALUE YOUR PERSONAL DATA AND INFORMATION.

PLEASE READ IT AS IT INCLUDES IMPORTANT INFORMATION REGARDING YOUR PERSONAL DATA AND INFORMATION.

### **1. Privacy Statement**

AI-Law & Tech, is a global legal-tech firm, based in Israel, providing advanced legal-tech and consulting services across technology, cybersecurity, and privacy domains. And provides comprehensive services, including legal consulting, regulatory compliance, and technological-legal advisory services (hereinafter: “The Services”)(hereinafter: “AI-Law & Tech” and/or “We”). Ai-Law&Tech develops and operates its official websites, [www.ai-law.co.il](http://www.ai-law.co.il), [www.ai-law.tech](http://www.ai-law.tech) (hereinafter: “The Website”).

AI-Law & Tech serving businesses, entrepreneurs, and regulators with tailored solutions to meet their unique needs.

THIS PRIVACY POLICY REFERS TO THE SERVICES AND THE WEBSITE, AI-LAW & TECH CUSTOMERS OR POTENTIAL CUSTOMERS, CUSTOMERS’ END-USERS, AI-LAW & TECH’S EMPLOYEES AND SERVICE PROVIDERS, AND THE USERS OF THE WEBSITE.

This Privacy Policy sets forth our policy with respect to:

- information that can be associated with or which relates to a person and/or could be used to identify a person, such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, mental, economic, cultural or social identity of that natural person, all as defined by the General Data Protection Regulation (GDPR) (EU) 2016/679 (“Personal Data”).
- As refers to California’s consumers or individuals where their data is collected in California state, this Privacy Policy sets forth our policy with respect to Information,

- that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or California's household such as a real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, social security number, driver's license number, passport number, or other similar identifiers; and /or
- that identifies, relates to, describes, or is capable of being associated with, a particular individual, including, but not limited to, their name, signature, Social Security number, physical characteristics or description, address, telephone number, passport number, driver's license or state identification card number, insurance policy number, education, employment, employment history, bank account number, credit card number, debit card number, or any other financial information, medical information, or health insurance information.
- All as defined by the California Consumer Privacy Act of 2018 ("CCPA").

"Non-Personal Data," as used in this Privacy Policy, is therefore any information that does not relate to a person, cannot be used to identify a person, and/or as refers to information collected in California state, Publicly Available Information.

We may also use Non-Personal Data. The limitations and requirements in this Privacy Policy on how we gather, use, disclose, transfer, and store/retain Personal Data do not apply to Non-Personal Data.

## **2. Data that we use, receive, collect, process, share, or store and how we use it.**

AI-Law & Tech uses, receives, collects, processes or stores only that Information which is necessary to provide its services and operate its business.

### **2.1. Categories of Data Subject**

We might use, receive, collect, process or store information on potential customers, customers, customer's employees & clients, our employees, service providers, users of the Website, stakeholders that are part of a legal services etc.

### **2.2. Categories of Personal Data**

This Information may include Personal data such as:

Name, Phone, Email address, Personal/physical address, representative personal contact details, Phone and Cellphone numbers financial information (i.e. billing information, bank account information, credit card information), VAT Number, Signature, End Users' website engagement and usage data, IP address, Audio, electronic, visual and similar information, such as images and audio, video or call recordings created in connection with our business activities, Social network contact accounts;

Employees and candidate CVs, Employees Social security number/ID number/Passport number, Employee's health insurance information, Employee's education and employment history;

Legal materials (professional opinions, employment details, users information, laws suits (documentations and state) etc.

We use cookies and similar tracking technologies for marketing purposes (such as, Google analytics, Facebook pixel, Google ads, Brevo Trackin, Linkedin ads etc.) to track the activity on our Website and marketing materials interactions (such as newsletter etc). Cookies are files with a small amount of data which may include an anonymous unique identifier. Cookies are sent to your browser from a website and stored on your device. Tracking technologies also used are beacons, tags, and scripts to collect and track information and to improve and analyze our Website and services. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Website. Examples of cookies we use:

- o Session cookies – for operating our Websites.
- o Preference cookies – for remembering your preferences and various settings.
- o Security cookies – for security purposes.

The usage of Tracking Technologies may be governed also under the specific Service Provider's Privacy policy.

You have the right to opt-out from our marketing lists by sending us an email to [Office@ai-law.co.il](mailto:Office@ai-law.co.il).

## 2.3. Resources of collecting the data

2.3.1. We obtain the categories of personal information listed above from the following categories of sources:

- Directly from our clients or their agents. For example, from information our clients provide to us related to the Services for which they engage us.
- Directly from you. For example, through information we ask from you when our clients or their agents engage our Services.
- Directly and indirectly from you when visiting our website. For example, usage details collected automatically during your interaction with our website.

2.3.2. This Information provided to us voluntarily and/or through the data owner's consent to collect and process it, and/or the processing thereof is necessary to meet contractual obligations entered into by the data owner and AI-Law & Tech, and/or the processing thereof is necessary for AI-Law & Tech to comply with its legal obligations, and/or the processing thereof is for the purposes of legitimate interests pursued by AI-Law & Tech.

2.4. We use this Personal Data in a manner that is consistent with this Privacy Policy and applicable laws and regulations. We may use the Personal Data as follows:

- 2.4.1.1. **Providing Legal Services:** In our professional capacity, we may process client data strictly for the purposes of providing legal services. This processing is carried out in compliance with data protection laws and professional ethics, ensuring that all actions respect the privacy and rights of our clients.
- 2.4.1.2. **Processing and Analyzing:** In order to provide AI-Law & Tech services and operate its business, AI-Law & Tech may use Personal Data for processing and analyzing purposes.
- 2.4.1.3. **Specific Purpose:** If you provide Personal Data for a specific purpose, AI-Law & Tech may use said Personal Data in connection with the purpose for

which it was provided. For instance, if you contact AI-Law & Tech by email, we will use the Personal Data you provide to answer your question or resolve your problem and will respond to the email address used to contact us.

**2.4.1.4. Internal Business:** We may use your Personal Data for internal business purposes, including, without limitation, to help us improve Website content and functionality to better understand our Customers, end-users, to improve our Services, to protect against, identify or address wrongdoing, to enforce our Contracts and this Privacy Policy, to provide you with customer service, and to generally manage and operate our business (e.g., pay salaries and make considerations).

**2.4.1.5. Marketing:** We may use any Personal Data you provide us with to contact you in the future for our marketing and advertising purposes, including, without limitation, to inform you about new services we believe might be of interest to you, and to develop promotional or marketing materials and provide those materials to you. IF YOU RECEIVE DIRECT MARKETING BY MISTAKE OR WITHOUT YOUR SPECIFIC CONSENT AND/OR YOU WISH TO OPT-OUT, YOU ARE REQUIRED TO CONTACT US AT [OFFICE@AI-LAW.CO.IL](mailto:OFFICE@AI-LAW.CO.IL)

**2.4.1.6. Statistics:** We may use any Personal Data you provide us with to generate statistical reports containing aggregated information.

**2.4.1.7. Security and Dispute Resolution:** We may use Personal Data to protect the security of our Website, to detect and prevent cyberattacks, fraud, phishing, identity theft, and data leaks, to resolve disputes, and to enforce our agreements.

**2.4.1.8. Data Retention, Archives:** We retain and archive Personal Data so long as it necessary to operate our business and maintain our Services, meet contractual obligations, laws and regulations, and subject to our retention policies and this Privacy Policy.

**2.4.1.9. Transfer/Share/Disclose Data:** We may share your Personal Data with our Partner, contractors and service providers who process Personal

Data on behalf of the Company. We may provide them with information, including Personal Data, in connection with their performance of such functions. While we do so, we make sure that they are bound to maintain said Personal Data in accordance with this Privacy Policy. When we disclose the Personal Data, we enter a contract that describes the purpose and requires the recipient to both keep that personal information confidential and not use it for any purpose except performing the contract.

**2.4.1.10. Development and Customer Service:** For example, to provide customer service and support or assist in protecting and securing our systems and services our development and customer service team may require access to Personal Data. In such cases, our personnel must abide by our data privacy and security requirements and policy and are not allowed to use Personal Data for any other purpose.

**2.4.1.11. Law Enforcement:** In order to, for example, respond to a subpoena or request from law enforcement, a court or a government agency (including in response to public authorities to meet national security or law enforcement requirements), or in the good faith belief that such action is necessary to (a) comply with a legal obligation, (b) protect or defend our rights, interests or property or that of third parties, (c) prevent or investigate possible wrongdoing in connection with the Services, (d) act in urgent circumstances to protect the personal safety of Users of the Website and Services or the public, or (e) protect against legal liability, subject to attorney- client privilege rules.

**2.4.1.12. Other Purposes:** If we intend to use any Personal Data in any manner not consistent with this Privacy Policy, you will be informed of such anticipated use prior to or at the time the Personal Data is processed.

**2.4.1.13.** We are not selling Personal Data to third parties.

IF YOU HAVE A REASONABLE BASIS TO ASSUME OR YOU KNOW THAT ANY OF THE ABOVE MENTIONED IS NOT MET, YOU ARE REQUIRED TO PROMPTLY INFORM US, WITHOUT DELAY, BY SENDING US AN EMAIL TO: [OFFICE@AI-LAW.CO.IL](mailto:OFFICE@AI-LAW.CO.IL) .

**2.5. Non-Personal Data:** Since Non-Personal Data cannot be used to identify you in person, we may use such data in any way permitted by law

### **3. How We Store and Transfer Information.**

**3.1. Legal Obligation to Retain Information.** As a law firm, we are legally required to retain client information and documentation for a period of seven years under Section 2 of the Bar Association (Lawyers' Rules of Ethics) Regulations, 1988, and other applicable laws, unless a customer will instruct us otherwise. This obligation applies to ensure compliance with legal, regulatory, and ethical standards, as well as to protect the rights and interests of our clients.

**3.2.** During this period, the information retained is securely stored and accessible only to authorized personnel. Once the retention period has elapsed, the information will be securely deleted or anonymized, unless there is a legal basis to extend the retention.

**3.3.** If you have any questions about this retention policy or would like further clarification, please contact us at [office@ai-law.co.il](mailto:office@ai-law.co.il).

**3.4.** In order to deliver our services and/or operate our business, Information, which may include Personal Data, may be processed by our third parties service providers ("Suppliers"). We transfer only the minimum data that is necessary for conducting our services. The data is transferred only to suppliers approved by us that allow compliance with (GDPR) IPPR.

**3.5.** Personal data may be transferred, stored, and processed in countries outside the EU or European Economic Area (EEA). Such transfer to third countries may include countries that do not ensure an adequate level of data protection as required by EU privacy laws. We implement high levels of information security techniques & technical measures and/or third parties' contractual obligations to maintain their Information security level adequate to AI-Law & Tech level.

- 3.6. We are located in Israel. Israel is considered by the EU as having adequate data protection law.
- 3.7. In order to provide our Services, manage and operate our business, we use third parties cloud services such as:
- 3.4.1 Google Workspace which is committed to GDPR compliance. (For Google full statement see <https://cloud.google.com/security/gdpr/> .
- 3.4.2 Office 365 Microsoft Office 365 (for Microsoft privacy policy see <https://privacy.microsoft.com/en-us/privacystatement> .
- 3.4.3 AI-Law & Tech's primary databases are stored in Europe.
- 3.4.4 DocuSign: The platform DocuSign complies with stringent data protection standards, including GDPR, and adheres to relevant ISO certifications, such as ISO 27001, 27017, and 27018, which ensure the confidentiality, integrity, and availability of processed data. For additional details, you can review their Privacy Policy: DocuSign Privacy Policy. <https://www.docusign.com/en-gb/privacy>

#### 4 Personal Data Security/Confidentiality

- 4.4 As a law firm, we are bound by strict confidentiality obligations (attorney-client privilege) under the Israeli Bar Association Law and the Rules of Ethics for Lawyers. All employees, consultants, and third-party vendors working with us are similarly required to maintain confidentiality and safeguard client information.
- 4.5 We are strongly committed to protecting your Personal Data and information, and we will take reasonable technical steps, accepted in our industry, to keep your Information secure and protect it against loss, misuse or modification. However, no network, server, database or Internet or email transmission is ever fully secure or error-free. Therefore, you should take special care in deciding what information you disclose.
- 4.6 If you notice any security risks or violations, we advise you to report them to us at [office@ai-law.co.il](mailto:office@ai-law.co.il) so that we may resolve them as soon as possible.
- 4.7 We recommend that you use, disclose and share your Personal Data and information with caution and do not give out Personal Data and information unless it is necessary, as we cannot guarantee the security of data over the internet



and cannot control the actions of other users of the Services with whom you choose to share Personal Data and information.

- 4.8 AI-Law & Tech implements legal, technical and organizational information security measures based on the ISO certification mechanisms specified in ISO 27001:2022 – Information Security Management Systems, ISO 27017:2015 – Information Security Controls for Cloud Services, and ISO 27018:2014 – Code of Practice for Protection of Personally Identifiable Information (PII) in Public Clouds Acting as PII Processors.

## 5 Individual/California Consumer rights: Accessing, Updating, Correcting, and Deleting Information, Restricting Information Processing.

- 5.4 Exercising Individuals/California Consumer rights are subject to attorney-client privilege and/or other confidentiality obligations as relevant to attorney client relationships.
- 5.5 You may have the **right to request access** to some of your Personal Data being stored by us. California consumers (California residents) have the right to request that we disclose certain information to them about our collection and use of their personal information over the past 12 months.

Once we receive and confirm your verifiable consumer or individual request, we will disclose to you, inter alia:

- The categories of personal information we collected about you.
- Our business or commercial purpose for collecting that personal information.
- The categories of third parties with whom we share that personal information.
- The specific pieces of personal information we collected about you (also called a data portability request).

- 5.6 You can also ask to **correct and update any inaccurate Personal Data or ask to delete Personal Data** that we process about you. The foregoing is subject to our policies and the applicable laws and regulations. Once we receive and confirm

your verifiable consumer/individual request, we will delete (and direct our service providers to delete) your personal information from our records, unless an exception applies.

5.6.2 According the CCPA, we may deny California consumer's deletion request if retaining the information is necessary for us or our service providers to:

- Complete the transaction for which we collected the personal information, provide our services that you requested, take actions reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform our contract with you.
- Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, or prosecute those responsible for such activities.
- Debug products to identify and repair errors that impair existing intended functionality.
- Exercise free speech, ensure the right of another consumer to exercise their free speech rights, or exercise another right provided for by law.
- Comply with the California Electronic Communications Privacy Act (Cal. Penal Code § 1546 seq.).
- Engage in public or peer-reviewed scientific, historical, or statistical research in the public interest that adheres to all other applicable ethics and privacy laws, when the information's deletion may likely render impossible or seriously impair the research's achievement, if you previously provided informed consent.
- Enable solely internal uses that are reasonably aligned with consumer expectations based on your relationship with us.
- Comply with a legal obligation.
- Make other internal and lawful uses of that information that are compatible with the context in which you provided it.

5.7 In order **to exercise these rights**, you can contact us at: [office@ai-law.co.il](mailto:office@ai-law.co.il) . Only you or other person that you authorize to act on your behalf , California resident or a person registered with the California Secretary of State that California resident authorize to act on its behalf, may make a verifiable individual or consumer request related to their Personal Data. California residents may only make a verifiable consumer request for access or data portability twice within a 12-month period.

5.7.2 The verifiable consumer or individual request must:

- Provide sufficient information that allows us to reasonably verify you are the person about whom we collected personal information or an authorized representative.
- Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.
- **We cannot respond to your request or provide you with personal information if we cannot verify your identity or authority to make the request and confirm the personal information relates to you.** We will only use personal information provided in a verifiable consumer/Individual request to verify the requestor's identity or authority to make the request.

5.7.3 **Response Timing and Format.** We endeavor to respond to a verifiable consumer request within 45 days (by the CCPA) or 30 days (By the GDPR) of its receipt. If we require more time, we will inform you of the reason and extension period in writing. We will deliver our written response by email. For California residents, any disclosures we provide will only cover the 12-month period preceding the verifiable consumer request's receipt. The response we provide will also explain the reasons we cannot comply with a request, if applicable. For data portability requests, we will select a format to provide your personal information that is readily useable and should allow you to transmit the information from one entity to another entity without hindrance.

5.7.4 We do not charge a fee to process or respond to your verifiable consumer or Individual request unless it is excessive, repetitive, or manifestly unfounded. If we determine that the request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your request.

**5.8 Non-Discrimination.** We will not discriminate against you for exercising any of your CCPA or GDPR rights. Unless permitted by the CCPA and GDPR, we will not: Deny you use of our Services and /or Provide you a different level or quality of Services.

5.9 We may **retain** your Personal Data for any period permitted or required under applicable laws. Even if we delete your Personal Data it may remain stored on backup or archival media for an additional period of time due to technical issues or for legal, tax or regulatory reasons, or for legitimate and lawful business purposes.

5.10 You may have the right to restrict processing if one of the following applies:

5.10.2 The accuracy of the Personal Data is contested by the data owner;

5.10.3 The processing is unlawful and the data owner objects to having their Personal Data erased, instead requesting that its use be restricted;

5.10.4 Your service provider no longer needs the Personal Data for the purposes of the original processing, but the data is required by the data owner for establishing, exercising or defending legal claims;

5.10.5 The data owner has objected to processing pending verification of whether the legitimate grounds of your service provider override those of the data owner.

If you wish to **object to processing**, you are required to contact us at [office@ai-law.co.il](mailto:office@ai-law.co.il)

## 6 General

6.4 This Privacy Policy does not apply to any Personal Data that you provide to third-parties.

- 6.5 This Privacy Policy applies only to the Services and Website; it does not apply to third-party websites or services linked to by the Website or whose services we distribute. Links from the Website or the distributed third-parties' services do not imply that we endorse or have reviewed said third-party websites or services. We suggest contacting these third-parties directly for information regarding their privacy policies.
- 6.6 We reserve the right, at our sole discretion, to update or modify this Privacy Policy at any time (collectively, "Modifications"). Modifications to this Privacy Policy will be posted on the Website with a revised 'Last Updated' date at the top of this Privacy Policy.
- 6.7 Please review this Privacy Policy periodically, and especially before you provide any Personal Data or information. This Privacy Policy was last updated on the date indicated above. Your continued use of the Services following the implementation of any Modifications to this Privacy Policy constitutes acceptance of those Modifications. If you do not accept any Modification to this Privacy Policy, your sole remedy is to cease accessing, browsing and otherwise using the Website or our Services.

## 7 Dispute Resolution

- 7.4 If you have a complaint about AI-Law & Tech privacy practices, you should write to us at: [office@ai-law.co.il](mailto:office@ai-law.co.il).
- 7.5 **Our DPO Contact details:**  
Contact Person:  
Adv. Admit Ivgi, DPO  
Address:  
11 Amal St., Rosh Haayin, 4809280  
Tel: +972-546233111
- 7.6 We will take reasonable steps to work with you to attempt to resolve your complaint.

## 8 General Inquiries and complaints

- 8.4 You may have the right to lodge a complaint with a supervisory authority. However, prior to doing so, you are welcome to contact us by email at [office@ai-law.co.il](mailto:office@ai-law.co.il) in order to resolve the issue for the benefit of all parties.
- 8.5 Our supervisory authorities are the Israeli, Data Protection authority. Contact information for EU Supervisory Authorities is available here: [https://edpb.europa.eu/about-edpb/board/members\\_en](https://edpb.europa.eu/about-edpb/board/members_en).