



Bezeq - The Israel Telecommunication Corporation Limited

Privacy Policy

1. General

We attribute great importance to maintaining the privacy of our customers and those browsing our websites and invest great effort in protecting your information. We act in accordance with the following procedures when collecting and using information about you when you browse and use Bezeq websites and services. The objective of this Privacy Policy is to describe, in general terms, the information we collect from you, why we collect it, and how we use it or intend to use it, including through third parties. We will also refer to the options available to you for information management and use. We act in accordance with the Privacy Protection Law, 1981 (the "Law") and the related regulations, the Communications Law (Telecommunication and Broadcasting), 1982 and the other legal regulations that apply to us. In this Policy Document, the term "information" means personal information about an identified individual or an individual who is reasonably identifiable, which is protected by law. This Privacy Policy does not apply to information that does not concern personal information about an identified individual or an individual who is reasonably identifiable and does not apply to corporations.

- 1.1 The Privacy Policy in this document applies to the use of all the websites of Bezeq - the Israel Telecommunications Corporation Ltd. ("Bezeq"), the use of Bezeq apps, and the use of Bezeq services. Since Bezeq offers a wide range of services and products, this Privacy Policy applies to both users (including browsers) and customers (as relevant) and it is in addition to the other privacy terms or provisions brought to your attention, such as the terms of use of the various services, the terms of use of Bezeq websites, and regulations. Use of the services may also be subject to a specific privacy policy described in the service terms of that service.
- 1.2 Bezeq's website and apps will be referred to hereinafter jointly or separately: the "Website" or the "Bezeq Website" or "Bezeq Websites" or the "Websites". Following is an incomplete list of Bezeq Websites: Bezeq: <https://www.bezeq.co.il>; Bezeq Store: <https://bstore.bezeq.co.il>; Bezeq b144: <https://www.b144.co.il>; b144 product and marketing promotion site: <https://www.b144biz.co.il>; the Company's Facebook pages – main Facebook page: <https://www.facebook.com/Bezeq>; b144 Facebook page: <https://www.facebook.com/b144.co.il>; Bezeqbiz Facebook page: <https://www.facebook.com/bezeqbiz>; Facebook page (Arabic): <https://www.facebook.com/bezeqarb>; Instagram: <https://www.instagram.com/bezeq>; b144 YouTube: <https://www.youtube.com/c/bezeq/featured>; BezeqStore Instagram: <https://instagram.com/bezeqstore>; Bezeq Twitter: <https://twitter.com/bezeq>; Bezeq LinkedIn: <https://il.linkedin.com/company/bezeq>. In addition, below is an incomplete list of Bezeq's apps: Be Bezeq, Bezeq speed test, Bcyber, Be home, Bezeq Hosted IPT, 144B.
- 1.3 We provide a wide range of communication services, such as internet infrastructure and access services, telephony, cloud and digital services, and supply of end equipment (rental/loan/sale). All Bezeq's services will be referred to hereinafter jointly or separately: the "Services", "Bezeq Services", or the "Service", as relevant.
- 1.4 All information provided by you while browsing and using Bezeq Websites or Bezeq Services, such as personal identifiable information and information you provide when purchasing or ordering a service on the Website, is provided voluntarily and with your consent and without any legal obligation for you to provide it, however, if you choose not to provide us with your personal information, there may be services that we will be unable to provide you.
- 1.5 The continuation of your browsing on Bezeq Websites or your actual use of the Services constitute your consent to the Privacy Policy, including the use of cookies, as set out below.
- 1.6 The content of these terms of use in the singular also refers to the plural, and vice versa.
- 1.7 We reserve the right to amend and revise the Privacy Policy from time to time, and the amended version will appear on the Bezeq Website and will take effect from the date of its publication. Regarding other services, we let you know if there are any changes. The continuation of your browsing on the Bezeq Website or the continuation of your use of the Services after the Privacy Policy has been amended will constitute your consent to the amended policy.



- 1.8 The information collected by us is stored in Bezeq's databases and will be kept by us or by a party on our behalf, including through cloud services in Israel or in other countries, including the United States, in which case the information may also be subject to the law applicable in the country in which it is processed or stored. Additionally, your personal information may be transferred beyond the borders of the State of Israel, including to countries with laws that guarantee a lower level of protection for personal information than that set out in Israeli law. In such cases, we will take steps to ensure an adequate level of protection for your personal information.

2. Types of information that we collect

As set out above, we market and provide a wide range of services, sometimes through third parties as well. For this purpose, we collect, process, and use information about our customers and the users of our services. The types of information we collect may vary depending on the different services. Below are examples (incomplete) of the types of information we collect or intend to collect:

- 2.1 Information when you use and visit the Website: We collect information about your IP address, where you accessed the Website from, whether it is your first visit or a repeat visit, geographic area, characteristics of the device that you use to browse, such as the type of end device, hardware model, type and version of the operating system, language of the operating system, browser type, how you use the site, and browsing characteristics such as how much time you spend on the page and what pages you visited.
- 2.2 Information about your use of the different services: We collect information about how you use Bezeq Websites, such as the notices and ads you read, the pages you viewed, your search queries, where you accessed the Websites from, how long you stayed on the Websites, the services you requested to join or purchase, and how you used other websites that display Bezeq ads and content. We also collect information about how and to what extent you use the different Bezeq Services, such as user ID, how long you were connected, what time you connected and disconnected, usage times, usage patterns, IP address (temporary) (if you are a Bezeq ISP customer), details of outgoing and incoming calls, information you saved in Bezeq Services, patterns and scope of your use of the services, third parties through which our services are used, such as ISPs or other communication providers. We also collect information stored in Bezeq's network and information from Bezeq's end equipment that you use, such as your router, Be/BeFiber, smart home equipment, B-spot, Be-Mesh/Be MeshFiber, and other equipment. This information includes technical data such as processor status, memory status, temperature, browsing volume, and number of disconnections in a specific period. Such information may also include additional data about the number and type of end devices browsing the network (including IP address, manufacturer, device ID, time zones, operating system name and version, device name, language, name and version of the app you are using), the apps you use, type and category of service consumed on each device (such as types of media, social networks, and gaming), browsing volume, connection and disconnection times, number of users connected to the router, serial number of the router, reception power of each device on the wireless network, bandwidth, statistical information, service quality parameters, data about the wireless network, including digital interference or devices that slow down the network or suffer from slow performance.
- 2.3 Personal identifiable information, contact details, and personal data: We collect information that you provide to us when you sign up for our services, such as your full name, contact information, addresses, ID No., your email addresses, the username and password you received from the ISP, and information that concerns you and that we provide to you, such as a customer number, username, and password (if you are a Bezeq ISP customer). We also collect information that you submit to us or that is collected automatically in telephone conversations with us or through other means of contact with us.
- 2.4 General information: We collect financial information about your use of our services (including sales services for end equipment, whether the purchase was completed or not), such as details of charges and credits, details of payment methods, bank accounts, and credit cards, billing, payments or debts to us, including any collection activities, third party charges for using the services we provide, or information from credit data service companies (subject to law).
- 2.5 Information that can be used by law: We may collect information from sources such as the Central



Bureau of Statistics or other state databases, public information on social networks or different media.

- 2.6 Information about equipment, including end devices: We collect information related to the end equipment that you rented or loaned from Bezeq and which you use for Bezeq Services, such as the type of device, model, device usage time, equipment model and version, equipment serial number, reception level between different equipment components, installation dates, and linking and removing equipment.

3. Collection of information

We collect the information from various sources. Most of the information is collected directly from you, from the communication services we provide you, from how and to what extent you use Bezeq Services and Websites, from the end equipment installed at your home, and from third parties or our outsourcing providers. We may process the information stored in our databases and cross-reference it with the information received from third parties and/or our outsourcing providers, through our systems or the systems of third parties.

- 3.1 Information you provide us with: We collect information that you provide us directly when you register for our services or when purchasing products or services, and as part of your interest in Bezeq products or services, when installing a service or the equipment provided by us or through third parties, when you use Bezeq Services or Websites, when you contact Bezeq's call center, in your conversations with Bezeq, in your participation in Bezeq's surveys, and in any means through which you choose to provide us with information.
- 3.2 Information collected automatically (including information collected through cookies) : When you browse and visit Bezeq Websites, use Bezeq apps, click on Bezeq online ads or on Bezeq email messages, information is collected automatically through cookies (or other technologies), as described below in the chapter on cookies. In addition, when you join or use Bezeq Services or Bezeq's end equipment, technical information about the equipment, the connection to the Bezeq network, the performance of the equipment and more is automatically collected by Bezeq and may also be collected by third parties. Calls to customer service centers are also recorded automatically, and Bezeq Stores are protected by security cameras.
- 3.3 Information from third parties or our representatives: We may receive information about you from entities that are our representatives (our long arm) or from third parties, for example: our resellers, outsourcing providers, subcontractors, government authorities, consultants, surveyors, other suppliers, credit rating companies, any legal database that permits the transfer of information, public information or information that you uploaded (or that has been uploaded about you) to the web or social networks.

4. How the collected information is used

We collect the information for different purposes such as: to contact you, to provide, improve, enrich, manage, maintain, supervise, control, support, optimize, and develop the Websites and Services; information security; marketing; processing; statistical and analytical analyses; compliance with the provisions of a competent authority and the provisions of the law; and to protect our rights. It should be noted that you can contact our customer service department with a request to configure your preferences to limit some of the uses that Bezeq makes or may make of your information. For further information see section 11 below. Objectives of the use of information include:

- 4.1 We use the information to contact you and to act in the best way, so that we can ensure that our customers or visitors to our Websites benefit from the best user experience with our Services and Websites, to ensure service quality, to provide technical support services, for technical requirements, and for routine maintenance.
- 4.2 We use information for information security, control and supervision of Bezeq Websites and Services and their use, such as to detect and prevent illegal activity or misuse that may endanger the Service or the Website or the browsers or customers using the Website, to ensure proper operation of the services and Websites, to identify and verify you and your activity, and more.
- 4.3 We use information to understand the traffic and behavior of visitors to the Website and users of



Services, to improve and enrich the services we provide to browsers and to users of our Services. to identify and verify you and your activity and more. We use the information we collect from all the services we provide, among other things, to provide and improve the services, to enrich the services and content offered, and to develop new services and content. We also use the information for statistical analysis, for advertising promotion of Bezeq and its services both on the Website and throughout the network, and for Bezeq's requirements.

- 4.4 In addition, we use the information to offer you personalized content and services, such as search results and services customized to your preferences, among other things, through advertising on third-party websites and platforms.
- 4.5 We also use the information to send marketing or advertising material to you or your business (including through direct mailing), including with the monthly invoice, mail, email, or SMS, or through an automatic dialing system, or any other means of communication, among others, based on segmentations and preferences received a result of the use of the Services. For example, we may use your email address to inform you of our services, changes, or improvements that will be implemented soon. Please note that subject to the Law, you may choose to stop receiving such advertising messages at any time. For information see section 11.1.
- 4.6 We use the information for the purpose of marketing the different Bezeq Services, including as described in the provisions below about cookies.
- 4.7 We use the information to address inquiries, including about faults, complaints, and questions that you address to us, for billing, preparation and generation of invoices, and for collecting funds for services provided to you by us or by third parties.
- 4.8 We may use the information for legal purposes such as for compliance with legal requirements, including in accordance with orders from a competent authority, to maintain Bezeq's rights, and to address inquiries made to us in accordance with the law.

5. Sharing information

We may share the information about you with various parties for the purpose of achieving the goals set out in this document, all in accordance with the consent given by you, including in accordance with the content of this policy paper

- 5.1 We will be permitted to share all or part of the information about you with entities that are our agents (our long arm) as well as with third parties that assist us in providing the Services, including subcontractors, outsourcing providers, Google and Facebook, and external providers (including providers of cloud computing services, communication providers, printing houses, mail distribution and delivery service providers, lawyers, and accountants) to provide the Services or part of them, billing and collection, processing information, marketing (including as set out below in the section on cookies), use of third-party marketing tools such as Google and Facebook, customer service, for statistical and research purposes, support, and maintenance.
- 5.2 We will share the information as required by the Law or in legal proceedings, and to protect our Services and information, as the case may be. We will share the information to protect against hacking, abuse, or damage to rights or intellectual property, or to ensure the proper operation of our services and systems. We will share the information whenever we believe that providing the information is necessary to prevent damage to your body or property or to the body or property of a third party, or if there is a threat of legal action (criminal or civil) against us for your actions on the Website or when using the Service.
- 5.3 We share the information with third parties such as Google and Facebook, for the purpose of using the services and tools of these third parties to collect, process, and market Bezeq Services, including in relation to the provisions below for cookies.
- 5.4 We will share the information about you with third parties that collaborate with us in various activities on behalf of Bezeq. In these cases, partners or advertisers will be given the information they need for this purpose, including to complete the purchase process, manage the relevant content activity of a third party as well, provide additional information, and maintain contact with you.



- 5.5 If you are a customer of Bezeq's telephony services, your phone number is public and is displayed to recipients and in the 144 Directory, unless you ask us to block it or if you block it by yourself in one of the other ways available to you. For your information, blocking does not guarantee that your number will not be visible to certain entities (such as emergency centers).

6. Third-party services

Our Privacy Policy does not apply to products or services offered by third parties, including products or websites that may appear in your search results or websites with links on Bezeq Websites, websites that may include Bezeq Services, or other websites with a link from our Websites or Services. In this context, please note that payment for online purchases of products or services are processed through third parties, such as clearing companies, and you may be required to provide the clearing company with personal information, such as your name, billing address, and credit card information. Please note that in some cases, the services involve direct communication between you and a third party. In this case, the information is sent by you to the third party in accordance with the terms of the contract with the third party. This Privacy Policy does not apply to the collection of information by the third party, and we are not responsible for such collection. Our Privacy Policy also does not cover practices for the handling of information by third parties that advertise our services and may use cookies and other technologies to offer and display relevant ads. Therefore, we suggest that whenever the terms of use or privacy policy of a third party are brought to your attention, and whenever you are asked to agree to these terms (for example, when downloading an app or installing software), you should review the relevant documents, in particular the privacy policy related to that third party, the information to which it is exposed, and the uses it makes of it. We also recommend that when visiting any site on the web, you should review the privacy policy of the website you visit and its terms of use.

At the same time, it should be noted that if we provide you with a service through a third party as well, the terms of service will include notification of this and we will also refer you to the terms of use and the privacy policy of the provider, if required, and the service will also be subject to these terms.

7. Information of others

It is important that you know that if you allow someone to use your name for Bezeq Services or Bezeq end equipment, it is your responsibility to inform them that information about them, including the uses they make of the Service, may reach you and it is your responsibility to inform them of this Privacy Policy and its content. If you use services paid for or subscribed to by another party, the content of this Privacy Policy also applies to information about you that is collected by us (by our systems and by third parties) and that this information may be transferred to the party that pays for or subscribes to the Service.

8. Automatic data collection technologies - cookies and more

- 8.1 When you visit Bezeq Websites, click on Bezeq apps, click on our online ads or open email messages from us, we may collect certain information about you through the use of cookies or various other technologies based, among other things, on pixels, tags, web beacons, and SDKs. Cookies are small text files that are sent from the servers of websites through the browser and/or an app on your mobile device (if you have enabled this in the setting of the computer/device from which you browse) and are placed in the memory on your PC or mobile device. These files allow the servers to recognize you quickly and efficiently when you visit the website, when you return to the website, or when you visit other websites. Pixel tags are code segments embedded in the web pages, ads, and email messages that we send from time to time, which allow the web server to read or place cookies and to send information about the user to the web servers. Information collected through pixel tags does not identify you personally, it informs us about the preferences of users and browsers regarding our content and Services (for example, whether the email message was opened or whether the user clicked on the ad) and allows us to assess the response to our Services and messages and accordingly improve our content and the ways of advertising them (all these and other similar technologies will be referred to hereinafter as "Cookies")
- 8.2 The websites and services use their cookies and those of third parties for their regular and proper operation, to analyze your use of the website, to improve the browsing experience, and to adapt ads, content, and services to your personal preferences. Cookies are also used to collect and store information when you visit our Website or when you interact with our Services or with the Services we offer to a third party that have a business relationship with us, for example,



advertising services or our Services that may appear on other websites.

- 8.3 Cookies contain and collect information such as the type of browser you use, the IP address of the device used to visit the site, domain name and access point to the service, the type of device you are using (such as a tablet or mobile phone), the brand of the device (such as Samsung or iPhone), the operating system on the device, from which country and city you are accessing the website (location), the language you use when visiting websites, the pages you visited, the page that led you to the website,, which categories you searched for, how long you remained on the website, the time that you visited, viewed and used the website, including sites with our publications or ads that you clicked on.
- 8.4 Cookies collect information about how you use the website and websites in general, about the type of websites you prefer, about the type of information you usually search for on the web, about the services you used on our Website or other websites, and about how you use them, for example, when you visit our Website, use our Services, and interact in any way on the Website.
- 8.5 Cookies do not identify you personally, but information collected through them makes it possible to improve the user experience and the overall quality of our services. For example, using cookies helps to identify you when you return to Bezeq Websites and allows the display of advertising content based on your activity. However, where you connect to an identified area (such as a personal area) it will be possible to cross-reference the unidentified information with additional personal information.
- 8.6 As aforesaid, the use of cookies (including those of third parties) is intended for operating, promoting, and improving services (existing and future) and to offer you personalized and relevant content based on the profile that was built. We may publish the site and information about the site on various sites that you may visit, so that when you visit these sites, information about you may be collected, which we may use for the aforementioned purpose. In other words, some of the ads that you see when visiting the site come from third-party servers, which manage the ad system on the site. To manage the ads, these third parties also use cookies, on this site and on other sites.
- 8.7 We may also collect and transfer to third parties anonymous data about our users regarding browsing patterns and other relevant information.
- 8.8 As explained above, we use cookies originating from third parties, including Facebook, Custom Audience, Google Ads, Google Analytics, Taboola, Exposebox, Doubleclick, Adoric, Artimedia, Outbrain, LinkedIn, Oracle Eloqua, ILX GO/Xandr, and we may use other analytical and advertising tools of Facebook and Google and other web technologies, in accordance with their terms of use and privacy. These tools are used, among other things, to monitor traffic on the Website and in the transition between Bezeq Websites and other websites, identifying patterns of use and behavior (scrambled or encrypted, or aggregated and unidentifiable), targeting advertisements to different users and audiences in media networks and throughout the network, adjusting the user experience of the website, adapting services to personal preferences, publishing personalized ads, improving Bezeq Services, and deriving statistical insights about the visit to the site and use of services. Further information about the use of cookies by third parties and the information collected by them is available at :
- <https://www.facebook.com/policies/cookies>
 - <https://policies.google.com/technologies/cookies>
 - <https://www.taboola.com/policies/privacy-policy>
 - <https://adoric.com/privacy#:~:text=Adoric%20Privacy%20policy&text=Adoric%20respects%20your%20privacy%20and%20is%20committed%20to%20protecting%20your%20personal%20data.&text=This%20website%20is%20not%20intended,collect%20data%20relating%20to%20children>
 - <https://www.outbrain.com/legal/privacy#privacy-policy>



- <https://www.linkedin.com/legal/privacy-policy>
- <https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html>
- <https://www.xandr.com/privacy/platform-privacy-policy/>
- <https://policies.google.com/technologies/ads?hl=en-US>
- <https://exposebox.com/privacy-policy/>

The list of these third parties is incomplete and of course may change from time to time and Bezeq may make use the cookies of additional third parties.

The option for Google to use and share information collected by Google Analytics about users of the site is subject to the terms of use of Google Analytics, available at <http://www.google.com/analytics/terms/us.html>, and the privacy policy of Google, available at: <https://policies.google.com/privacy>. Further information about how Google collects and uses information from websites that use its services is available at: <http://www.google.com/policies/privacy/partners/>.

- 8.9 You have the option of routinely blocking the use of these or similar tools or deleting the cookies on your device or computer. The above links direct you to information about the options for managing cookies on Facebook and Google, including how not to choose not to use these tools when browsing. You also have the option of preventing the use of information about you by Google Analytics by downloading and installing a plugin from <https://tools.google.com/dlpage/gaoptout>. Additionally, you can edit your preferences for other Google tools and services using the following link: <https://adssettings.google.com/authenticated>

It should also be clarified that you may delete cookies from your device/computer at any time. You can do so manually using the settings menu in your browser/device: by clicking the clear button - deleting the browsing history and cookies. If you do not know how to do this, search the Help tab of your browser. For example, an explanation of how to delete cookies from the Google Chrome browser appears here:

<https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DDesktop&hl=i> It was also explained how cookies can be deleted from the Microsoft Edge browser:

[Delete and manage cookies \(microsoft.com\)](#). You can check specifically how to delete cookies in any browser. It should be noted that deleting cookies does not affect information that has already been saved in the cookies and transferred to third parties.

- 8.10 In addition, you can adjust or change the settings of your device/computer at any time, and completely or partially block the use of cookies and and/or other permissions requested by online and digital services that you use. This is solely your responsibility. However, we do not recommend using this option, as it makes browsing less enjoyable, since the site cannot recognize you and your preferences for information. It is also possible that by blocking or limiting cookies, you will be unable to use some of the services and features on our Website and other websites.

9. Push notifications

- 9.1 Some of our services are also provided through dedicated apps, and in some of them we use push notifications that allow sending notifications and sounds also when they are not in use at that time, through the servers of the device on which the app is installed. When using apps, you may be sent messages, from time to time, to your mobile device (on which the app is installed and on which you requested the services), push notifications updating you on other products and services that we think you may find interesting, and other information about the Company and the app. Push notifications will be sent at the times and frequency set by Bezeq.
- 9.2 Push notifications may include messages that could be considered as "advertising" as defined in Section 30A of the Communications Law (Telecommunications and Broadcasting), 2008, and you may cancel or update the option for receiving all or some notifications, at any time, by changing the app settings on your mobile device.



10. Information security

- 10.1 We implement diverse procedures and use appropriate measures to protect information against unauthorized access. We use physical and technological measures as a system to protect information and maintain its confidentiality and we renew and update these measures from time to time.
- 10.2 However, protecting the information also depends on you and is your responsibility as well. We recommend that you take steps to protect your information. For example, save login information (such as username and password) in an inaccessible place and change your password periodically; pay attention to email or text messages from entities impersonating Bezeq (or from another party) but are actually sent by malicious parties that want your login information (Bezeq will never send you an email asking for your secret personal code or password); inform us on any changes in your contact details; protect your end equipment by using security software and regularly installing security updates.

11. Managing and using information about you

You may contact us on anything related to how information about you is managed and used. We will review every inquiry addressed to us in accordance with the relevant laws and circumstances, and we will act accordingly.

- 11.1 Advertising mail and direct mailing: If you do not wish to receive promotional mail (as defined in Section 30A of the Communications Law (Telecommunications Broadcasting), 1982), you can define this by clicking on the link: <https://www.bezeq.co.il/serviceandsupport/contactus/spamremove> or by sending an email to: bcontact@bezeq.co.il, with "Unsubscribe" in the subject or by writing to the address: Bezeq The Israel Telecommunication Corporation Ltd., 7 Hamanor St., Holon, Customer Inquiries Department, or by calling 199 (toll-free from Bezeq lines) or 1-800-885-199.
- 11.2 Cookies: As described at length in the chapter on cookies (section 8), you are able to prevent the collection of information through these technological means; managing your preferences in this regard is your responsibility.
- 11.3 Reviewing and correcting information: In accordance with the law, you may review information about you that is stored in the Company's databases. For this purpose, you are welcome to contact us by email at: ca-2@bezeq.co.il, noting the subject in the subject line, or by sending a fax to 1-800-222-110, noting all the required details, reasons why you believe that we have information about you, and describing the type of information you wish to review. You may also request the correction or deletion of the information, but this right is not absolute and is subject to the provisions of the Law and the rights of Bezeq and third parties, therefore Bezeq may reject your request or accept part of it.
- 11.4 Sharing information third parties as set out in section 5.3: Customers of some of our Services may request that Bezeq does not share the information as stated in this section. This may be done by sending an email to the following address: ca-2@bezeq.co.il, specifying the subject of the request in the email subject line or by calling 199 (toll free from Bezeq lines) or 1-800-885199, or by sending a written request to the address: Bezeq The Israel Telecommunication Corporation Ltd., 7 Hamanor St., Holon, Customer Inquiries Department

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