

Data Protection and Privacy Policy

PREAMBLE

Lynxight (hereinafter: **“Lynxight”** or **“Our”** or **“We”** or **“Us”**), are committed to protect your Personal Data. This Data Protection Policy explains how Lynxight collects, processes and stores the information from you or other data subjects through our website (hereinafter: **“Website”**).

As used in this policy, **“Personal Data”** or "Personal Data" means information that refers to, is related to, or is associated with an identified or identifiable individual or as otherwise may be defined by applicable law, such as a name, address, telephone number, e-mail address, information about activities directly linked to a person, such as that person's location or IP information.

This data protection policy (hereinafter: **“Policy”**) may be revised or updated from time to time, and such changes shall come into effect from the moment Lynxight publish the new policy notifies you of such changes and/or updates, either by email, notification on our website or any other reasonable manner.

For any questions regarding the collection, processing or use of Personal Data relating to you and exercising your data subject rights (all as explained below) please contact our Data Protection Officer, at email: datenschutz@robin-data.io

GENERAL PRINCIPLES OF OUR DATA PROTECTION

Lynxight is committed to ensuring that your Personal Data and the privacy of your data is protected according to the appropriate industry standards and practices in relation to the data we collect, and all in correspondence to Lynxight's relevant legal obligations.

This policy explains your rights regarding the Personal Data Lynxight collects, processes and uses through the Lynxight Website, as well as Lynxight's use of safeguards to protect these rights.

This Policy further applies also to Lynxight's use of cookies and tracking tools, as specified in detail in our Cookies and Tracking Tools Policy as we use cookies and tracking tools on our Website to distinguish you from other and to improve your use of our Website, and in some cases, certain features may not function if you remove the cookies from your browser.

We collect and process your Personal Data in good faith, in a proportionate manner according to the declared purpose, and with the appropriate technical and organizational measures in line with the state-of-the-art measures, while taking into account the risks represented by our collection and processing and the nature of the Personal Data and data protected by us.

If any collection and processing of Personal Data will be carried out, in the course of Lynxight's business and provision of services, by external data processors on Our behalf, Lynxight will require, within the framework of its contracts with such external

processors, for them to comply with relevant legal data protection rules and legislation applicable to the services they provide to Lynxight, **prior** to the transferring your Personal Data and data.

Important note: please refrain from browsing our Website, sending us e-mail messages with queries or requests, or otherwise providing Us with your Personal Data, if you do not consent to the collection, use, processing or disclosure of this data as set forth herein.

YOUR RIGHTS TO LIMIT OUR COLLECTION AND PROCESSING

You have certain rights in relation to the Personal Data that we hold about you, as detailed below:

- **Consent** - We will only process Personal Data if you have consented to such processing, unless We are otherwise legally authorized or obliged to collect and further process Personal Data relating to you any of your rights below.

If we process data solely based on your informed consent, We will only use the data for the purposes stated in the consent procedure and within the scope outlined below.

- **Withdrawal of consent** - You may revoke or withdraw your consent at any time by contacting and requesting so from our Data Protection Officer, and We will stop processing your Personal Data unless We are legally obliged or authorized to continue processing your information, including for ongoing legitimate business interests, which we will notify you in our response to your request, where applicable.
- **The Right of Deletion (“To be Forgotten”) and Right of data Correction** - You may also request the erasure or correction of all or part of your Personal Data that is held by Lynxight.

Upon your request, Lynxight will accommodate your request and delete (or alternatively equivalently irreversibly anonymize) or correct your Personal Data or remove from part or all of our records, as per your request, as soon as reasonably possible and when technically feasible, and unless there is an overriding legal interest or other authorized basis for the continuation of the data processing.

Please be aware that in the event of deletion or correction of Personal Data upon your request, Lynxight may not be able to further provide you the services you applied for through the Website, in whole or in part and by requesting such deletion/correction, you irrevocably agree and waive any claim against Lynxight's inability to provide the services through the Website.

- **Personal Data of children and minors** - We do not knowingly collect or process Personal Data relating to children and minors under the age of 16 years, unless We are legally obliged to do so by an authorized court or governmental authority order or writ or parental consent.

If we become aware that Personal Data was transferred to us or collected by us relating to children and minors under the age of 16 years without the informed consent of a parent or legal guardian or according to a legal obligation from a court or governmental authority, We will delete such Personal Data without undue delay.

If the request for erasure of data relates to the Personal Data of a child or minor, please attach to the request adequate proof of your status as parent or guardian of the child or minor.

- **Transparency and Data Portability.** You are entitled to ask us for information about what type of Personal Data about you has been collected by Lynxight.

You are also entitled to obtain (in a commonly used and machine-readable form) and reuse your Personal Data as you have provided to us (following your consent or to allow us to perform services under a contract) and which We process, for your own purposes across different services and free of charge, subject to technical feasibility and lawfulness considerations.

- **Automated decision-making.** Lynxight shall not intentionally take any potentially damaging decision concerning you because of using automated processing and decision-making operations without human intervention; and commits that where such will be implemented we will give you the opportunity to obtain human intervention in such a decision, express your point of view, and obtain an explanation of the decision.

Important Notes:

- In the implementation of these data protection rights, Lynxight is committed to providing a timely and transparent response to your requests, and upholding your right to contact Lynxight's Data Protection Officer.
- Any data subject right you wish to uphold by Us, may not be fulfilled if you do not provide Us with relevant and/or sufficient information required for us to identify you as the data subject of said Personal Data, and we shall inform you accordingly in such an event.
- If you believe Lynxight has violated any of your data subject rights, you are entitled to:
 - file a complaint to the Data Protection Authority in your country of residence about the alleged data protection breach;
 - file a lawsuit to the courts of the state of your residence

Information We Collect:

The Personal Data collected and used by Lynxight is limited strictly to any data which is necessary for us to provide you with services you request in the course of our ongoing business while operating under our relevant legal and data protection legislation and regulations obligations, as detailed herein below:

1. Collection of Personal Data Occurs when You:

- 1.1. Contact us via e-mail through our contact details on the site
- 1.2. When you browse through the website through cookies and tracking technologies.

2. What is the Personal Data We collect and when do we collect it:

2.1. When you contact us through our contact details on the Website, we may collect:

- 2.1.1. your email address;
- 2.1.2. the Content of your inquiry and/or request, and any Personal Data you elect to input therein;

2.2. When you browse through our websites and/or specific pages/portions thereof:

Automated Browsing Data which includes information about your computer, your web browser, mobile device, operating system, IP address, your location, website visit history including keywords and searches;

Why Lynxight Uses your Personal Data:

Lynxight uses data and Personal Data for the following reasons:

- to ensure that content in the website is presented in the most effective manner for you, including personalization;
- to process your contact request when you contact us through e-mail and/or to revert back to you accordingly;
- For performance of analytics such as trend analysis, site administration, statistical analysis of usage of the site, enhance and review integrity and stability of the website and to study trends in order to improve our website;
- To use data tracking technologies (i.e.: browsing and history data) for the purpose of providing you with personalized advertisements;

How We Protect Information:

We implement generally accepted industry standards to maintain the safety of your Personal Data against loss, alteration, theft or access by unauthorized third parties when you enter, submit, or access your Personal Data and once we receive it. However, no method of transmission over the Internet, or method of electronic storage is flawless or entirely secure.

Therefore, while we strive to protect your Personal Data via the aforementioned technical and organizational means, we cannot guarantee its absolute security. What we can guarantee is that we will not sell, share, transfer or use the data We collect from you for purposes other than those purposes stated expressly herein above.

The above notwithstanding, Lynxight will not be liable or responsible for any damage or loss resulting from the improper use or any breach of security leading to the

accidental or unlawful destruction, loss, alteration, unauthorized disclosure of, or access to, personal data.

Third Party Sites:

Our website may contain links to third party websites an/or social media platforms. We have no control over third-party sites or services, and all use of third-party sites or services is at your own risk. Lynxight cannot accept responsibility for the privacy policies of any such third party sites and such third-party websites are governed solely by such third parties' privacy policies and you are advised to be careful and check any such third party's privacy policies and compliance with laws, prior to supplying them with any of your personal data to them.

Lynxight is not responsible for content available by means of such third party sites. Lynxight does not endorse any information or products offered by third parties and we urge our users to exercise caution in using third-party services.

Data retention and deletion

Lynxight deletes (or equivalently irreversibly anonymizes) personal data where the purpose for which the data was being collected or processed ceases to apply, except the extent it is prohibited to do so under local, Israeli law (and in such cases only to the extent required) and/or or if applicable data protection rules require us to delete such personal data

However, we shall keep your personal data as long as necessary to provide you with the Lynxight Service and for legitimate and essential business interests, such as maintaining the performance of the Lynxight Services, making data-driven business decisions about new features and offerings, and always when required for complying with our legal obligations, and resolving disputes, such as the following circumstances:

- If there is an unresolved issue relating to your account, such as an outstanding credit on your account or an unresolved claim or dispute we will retain the necessary personal data until the issue is resolved;
- Where we are required to retain the personal data for our legal, tax, audit, and accounting obligations and/or regulatory requirements, we will retain the necessary personal data for the period required by applicable law; and/or,
- Where necessary for our legitimate business interests such as fraud prevention or to maintain the security of our users.

The above notwithstanding, there are types of Personal Data we process will only be kept for as long as you use Lynxight Services, such as your e-mail address and other information sent as part of a request or when browsing as long as your consent to usage of Cookies and Tracking Tools is intact. Where such a request has been withdrawn or sufficiently fulfilled and no longer relevant we shall delete such as part of our commitment to data minimization.

Note: We will also delete your Personal Data upon your expressed request to fulfill your data subject right, provided you forward such a request through our Data Protection Officer, as mentioned above.

Transfer of Your Information:

We do not sell, trade, or otherwise transfer to outside parties your Personal Data, except as specifically specific in this Policy.

The above statement does not include trusted third parties who assist us in operating our services, conducting our business, or servicing you, and prior to such transfers those parties are contractually obliged to keep your Personal Data confidential and to not use it for any purpose other than to fulfill their obligations to us in relation to the provision of our services to you.

Be advised that We may share you information with subcontractors and other partners that are located in countries abroad which do not necessarily have the level of data protection according to an EU adequacy decision, however, all our subcontractors and other third parties will be subject to contractual obligations limiting their use of your Personal Data and subjecting their activities to the applicable data protection and privacy legislations applicable to your personal data and further to the foregoing all our subcontractors will be subject to non-disclosure and non-use obligations.

Nevertheless, some countries may have levels of protection of personal and other information which are not at an adequate level of protection compared with what is provided in your country of residence or business.

Be advised that We will fully cooperate with any law enforcement authorities or court order requesting or directing us to disclose the identity or behavior of any user suspected to have engaged in illegal behavior and thereby we may also release your information when we believe release is appropriate to comply with the law, enforce our site policies, or protect ours or others rights, property, or safety.

However, non-personally identifiable user information may be provided to other parties for analytics, trends study, or other uses, as previously established is one of the purpose of use herein above.

Updates and Changes to this Data Protection and Privacy Policy

We may revise this Policy from time to time, and such changes shall come into effect from the moment Lynxight notifies you of such changes and/or updates, either by email, on the websites or in some other reasonable manner.

When we make material changes to this Policy, we'll provide you with prominent notice as appropriate under the circumstances, e.g., by displaying a prominent notice within the Lynxight website or by sending you an email message to that effect.

Lynxight's Cookies and Tracking Policy

NOTE: For any issues of personal data protection, please refer to our Data Protection Policy. For any questions regarding the collection, processing or use of personal data relating to you (as explained below) please contact our Data Protection Officer.

What's a cookie?

A cookie is a small file sent from a website or web-based interface, which is then stored by your web browser. When you return to the website or web-based interface, the information in the cookie can be used to recognize your last session. Cookies cannot install malicious software such as viruses on your device, and they do not store any of your personal data or account information.

Why do we use cookies?

We use cookies to save and maintain users' settings and selected preferences during browsing sessions, for saving repeating users' preferences for future use (e.g. geographical location, currency preferences accessibility and language selections and preferences), and for statistical analysis of the performance and trends on our website or interfaces and for monitoring and identifying errors.

Where do cookies come from?

Cookies originate from two types of sources: first party and third party. The classification whether a cookie is 'first' or 'third' party refers to the internet domain that is placing the cookie.

- First-party cookies are those set by a website that is being visited by the user at the time.
- Third-party cookies are cookies that are set by a domain other than that of the site being visited by the user. If a user visits a website and another entity sets a cookie through that site this would be a third party cookie.

Opt-out: When you first visit the Website, you will be given the option to accept or decline the use of cookies. You can also control the use of cookies at the individual browser level, and instructions for managing cookie usage can be found for the following browsers, at:

- [Google Chrome](#)
- [Internet Explorer](#)
- [Firefox](#)
- [Safari](#)
- [Safari Mobile](#)
- [Opera](#)

If you wish to opt-out of personalized or behavioral advertising, you can use an industry resource **in your region** that provides cookie choices, such as the tools provided by:

- the [Digital Advertising Alliance \(DAA\)](#),
- the [Digital Advertising Alliance of Canada \(DAAC\)](#), and
- the [European Interactive Digital Advertising Alliance \(EDAA\)](#).

Be advised that if you elect to remove/block our cookies, you may still use the website or interface, but your ability to use some features or areas therein may be impaired, limited or unavailable and you hereby irrevocably and unconditionally waive any claim or demand if such an action results in any of the website or our services becoming unavailable, impaired or non-functional.

Do Not Track/Privacy Mode

“Do not track” or “privacy mode” is a function that allows website users to opt out of being tracked by websites for any purpose including the use of analytics services, advertising networks and social platforms.

Do not track options are available in a few browsers including:

- [Firefox](#)
- [Internet Explorer](#)
- [Chrome](#)
- [Safari](#)
- [Opera](#)

If you have enabled the “do not track” function in your browser, you will not be tracked, but this may impair your use of our website or interface. This is in addition to you opting-out of the aggregation and analysis of data for the website and booking interface's statistics.

You hereby irrevocably and unconditionally waive any claim or demand if employing any of the aforementioned modes on your browser results in any of the services becoming unavailable, impaired or non-functional.

Categories of cookies we use

There are two categories of cookies which are in use on our sites:

- **Session Cookies** containing encrypted information to allow the system to uniquely identify you while you are visiting the Website. Session cookies exist only during a singular online session and disappear from your computer when you close your browser or turn off your computer.
- **Persistent Cookies** used to identify the fact that you are a repeating visitor or a new visitor to Website, and to identify and maintain your preferences, such as the selected language, your selected country of origin as of your last visit, in order to present the contents of the Website in a personalized way according to your past selected preferences and browsing usage in order receive certain types of content. Persistent cookies remain on your computer after you have closed your browser or turned off your computer for varying periods of time, according to the duration of each cookie. They include such information as a unique identifier for your browser.

What kind of third-party cookies do we use?

Google Analytics

Our Website uses Google Analytics cookies. These cookies collect information about how you interact with our website, including how you came to our website, which pages you visited, for how long and what you clicked on, your location (based on your IP address).

This integration of Google Analytics anonymizes your IP address. It works by shortening Users' IP addresses within member states of the European Union or in other contracting states to the Agreement on the European Economic Area. Only in exceptional cases will the complete IP address be sent to a Google server and shortened within the US. To see an overview of privacy at Google and how this applies to Google Analytics, please click [here](#).

If you wish to Opt-out of our Google Analytics usage, you may download the browser plugin "Google Analytics Opt-out Browser Add-on" [here](#) which is compatible with your web browser.

Facebook Pixel

Our Website uses Facebook pixel, which is a tracking code which allows us to track and monitor the success of advertisements we use on Facebook and to improve the effectiveness of those advertisements by recording information such as the device you used to access our website and the actions you took on our website using cookies. We may also use Facebook Pixel to create retargeting advertisements and custom audiences for our advertisements on Facebook and on our website.

Facebook aggregates data gathered from our use of Facebook Pixel on our website with data it gathers from other sources, in order to improve and target advertisements displayed on its website or via its services, to improve its systems and to provide measurement services to third parties which use Facebook's advertising services

If you wish to opt-out of our Facebook pixel see <https://www.facebook.com/ads/preferences>.

Google Ads & DoubleClick Campaign Manager

We use Google Ads and Doubleclick Campaign Manager, which enable us to advertise our website in Google search results, as well as on third-party websites. To this end, Google places a cookie in the browser of your terminal device, which automatically uses a pseudonymous cookie ID on the basis of pages you visited to allow interest-based advertising. Further information regarding advertising and Google can be viewed at: <https://policies.google.com/technologies/ads>

Can I withdraw consent for the use of cookies or tracking tools?

If you wish to withdraw your consent, you can choose to opt-out of cookies at any time by managing and/or deleting your cookies using your internet browser settings.

Additional information on cookies in general:

A number of websites provide detailed information on cookies, including AboutCookies.org and AllAboutCookies.org.

Updates to our Policy

We update our Cookies Policy from time to time, if we introduce a new cookie or tracking tool which processes new information or wish to process the information collected by your cookies and tracing tools in a new manner, we shall notify you and ask you to consent to this updated processing or new cookie or tracking tool.

Questions?

Should you have any questions about the use of cookies by Lynxight, please be in touch with our Data Protection Officer.

The Cookies and Tracking Tools Deployed on our Website:

Cookie Name(s)	Cookie Provider	Purpose	Duration (Months/Years)
_ga	Google Analytics	used to distinguish individual users	24 months
_gid	Google Analytics	used to distinguish different users by a non-personal random number, instead of using Personal Data	24 hours
_gat	Google Analytics	used To limit requests to Google Analytics	1 minute
AMP_TOKEN	Google Analytics	used to create a unique ID assigned to each user on your domain	30 seconds to 1 year
_gac	Google Analytics	Used to create an unique ID that makes Google Analytics and Ads work together when interacting with your Browser.	90 days
_gcl	Google Ads	used to help advertisers determine how many times people who click on their ads end up taking an action on their site	3 months
fr	Facebook	Used to measure, optimise and build audiences for advertising campaigns served on Facebook	3 months

ANID	DoubleClick	Presents advertisements that are served across the web.	1 Year
1P_JAR	DoubleClick	Used to track conversion rates	Session