

The Privacy Policy for Nativ LaAsakim (the “Business Lane”) Program

The Ayalon Highways Company Ltd (“**Ayalon Highways**”) and the Ministry of Transport have inaugurated Nativ LaAsakim (the “Business Lane”) program as a nationwide program aiming to generate a change in the travel habits of employees to their workplace and reduce the use of private vehicles. Through an analysis of the employers’ and employees’ needs based on anonymous and aggregative (from the standpoint of Ayalon Highways) information, the program proposes personally tailored transportation solutions for arriving at the workplace instead of traveling by private vehicle that the employers shall apply and their employees, *e.g.*, walking to work, using public transportation, riding a bicycle/scooter, and more (“**the Program**”).

As part of the program, and for its realization, Ayalon Highways is currently conducting a pilot program to study the program’s effectiveness and applicability (“**Pilot**”). As part of the pilot, and for its review and application, the employees are requested to fill out a questionnaire concerning their travel to/from their workplace (“**the Questionnaire**”). **As part of the questionnaire’s completion, the Employee shall not be required to provide any information by which Ayalon Highways shall be capable of identifying the Employee. As detailed above and below, the information collected, received, and retained by Ayalon Highways, shall remain anonymous. Moreover, Ayalon Highways shall not have any means by which it can identify any of the employees who shall complete the questionnaire based upon receipt of the information as received and as a result of the questionnaire’s completion.** You are kindly requested to read this Privacy Policy prior to responding to the questionnaire.

In completing the questionnaire, you (“**You**” or “**the Employee**”) hereby agrees that all of the details that you shall convey as part of the questionnaire (“the Information”) shall be conveyed to Ayalon Highways that in turn shall process, analyze, breakdown, and compare the data, and shall convey its conclusions and recommendations to your employer, and additional employers participating in the pilot and/or shall participate in the program (“**the Employers**”), and that your employer, the employers, and Ayalon Highways shall use the information in connection with the pilot, the program and their implementation, all under this Privacy Policy.

In dispelling any doubt, it is clarified that the uses of information and the sharing of the information that shall be compiled by Ayalon Highways as detailed herein shall be compiled in an aggregately anonymous manner that does not identify and that Ayalon Highways is incapable of performing any cross-reference of any data contained in the information to obtain the Employee’s identity. The employers, and only them, shall be capable of identifying their employees and attribute the data that shall be conveyed to them by Ayalon Highways to any specific employee in their employ.

The Privacy Policy is written in the masculine but refers to all genders. All of the stated in the singular refers to the plural and vis-a-versa.

For questions and inquiries regarding the Privacy Policy, please contact **Yael Patkin, Adv.** by calling **03-6931266**.

1. Consent

You hereby give your consent to Ayalon Highways to collect, use, input, document, and transfer the information that the Employee shall gather as a consequence of filling out the questionnaire and shall be transferred to Ayalon Highways in an anonymous and non-identifiable manner for its application as part of the pilot and the program, under the provisions of this Privacy Policy.

2. Gathering the Information

Herein is information that is liable to be gathered through the questionnaire in connection with the pilot and the program:

2.1. Consumption data

Unidentifiable information concerning arrival/return habits to/from the place of work (arrival by private vehicle, public transportation, and the like), including hours of departure from home to work and from the workplace to home, information concerning the difficulties incurred during the arrival and return to/from work such as traffic jams, lack of available parking, and the like.

2.2. Additional information

When filling out the questionnaire, the Employee shall be requested to provide additional details, such as transportation solutions that he would consider as an alternative to the current means of arrival to his place of work, a distance that seems reasonable in his eyes to a collection station (for a shuttle or carpooling to work), details regarding his travel habits to the workplace, his address, the area where his workplace is located, whether he has a driver's license and a number that Ayalon Highways cannot associate with the Employee in a one-to-one manner.

2.3. Aggregative and analytical information

Ayalon Highways shall also gather, as part of the questionnaire, demographic data, such as age, gender, religion, personal status (has/does not have children), behavioral patterns (transporting children to frameworks), and additional statistical data, provided they are unidentifiable.

3. Using the Information

- 3.1. The responses that shall be conveyed as part of the questionnaire shall be gathered and constitute a basis for aggregative anonymous research.
- 3.2. The uses that Ayalon Highways shall make of the information shall be, *inter-alia*, for the following purposes:
 - (1) the operation and improvement of the program, and finding transportation solutions for the continuous arrival and return to/from the place of work;
 - (2) information analysis, review, statistical processing, and others, breakdowns, research, and comparisons;
 - (3) Retention of information for aggregate statistical purposes.

4. Sharing and Transferring the Information

- 4.1. In the framework of the pilot and program's implementation, Ayalon Highways intends to share the aggregative information mentioned above (that does not enable Ayalon Highways to identify the Employee or any other individual in a personal manner) with employers participating in the program. As stated in the section above, each employer shall be capable of associating the information solely to his employees in an identifiable manner.
- 4.2. Also, Ayalon Highways may share and transfer the information to the Ministry of Transport, representatives, agents, service providers and subcontractors, and any government entity including government ministries and governmental companies, as long as the Employee has not requested that the said information not be conveyed, and all subject to the provisions of any law. Furthermore, Ayalon Highways may disclose the information and aggregative statistical data that it shall compile on the basis thereof to other third parties for promoting

the program and its application and for additional legal objectives, like data research and development.

- 4.3. Without derogating from the generality of the mentioned above, Ayalon Highways shall share the information with the entities listed in Sections 4.1 and 4.2 above in the following cases:
- (1) When the sharing is required to implement and apply the pilot and/or program;
 - (2) When the sharing is required for any other need, subject to the Employee's consent to such;
 - (3) When the sharing is required for compliance with the requirements of any law and/or government authorities, prevention of fraud or impersonation, offense, misconduct or damage, or for protecting an important interest of Ayalon Highways;
 - (4) In the case of any sale and/or merger in which the control in Ayalon Highways and/or its primary assets is transferred to any third party, provided that the same third party shall assert subrogation for any purpose related to this Privacy Policy;
 - (5) When the sharing is required for processing the aggregative anonymous information by a third party incapable of identifying the employee contingent that any company or person processing the information shall agree to perform the processing under this Privacy Policy and per other means of security and confidentiality.

5. Information Security and Protection

- 5.1. Ayalon Highways attributes supreme significance to securing the information in its systems. To protect the information, Ayalon Highways operates information security systems, applications, and procedures to minimize the risks of theft, damage, loss, or unauthorized access to the information.
- 5.2. Ayalon Highways takes reasonable steps as practiced in facilitating the defense of the information; however, it should be taken under consideration that no means and/or service are safe, especially whenever the activity is online. If you have any questions pertaining to the information's security, please contact **Yael Patkin, Adv.** by calling **03-6931266**.
- 5.3. Ayalon Highways protects the information only for the period required to implement the objectives for which it was collected or for compliance with any legal or ethical reporting and/or document retainment requirement.

6. Limited Liability

- 6.1. Ayalon Highways does not guarantee and/or make any representation regarding the implementation of the program and/or pilot and/or their results and/or any other matter. The Employee hereby waives any claim or argument concerning the information conveyed by him as part of the questionnaire connected with the pilot and/or program and/or their application.
- 6.2. To the extent permitted by law and in the scope in which it permits, in no case shall Ayalon Highways and its related entities, including partners, officers, directors, employees, shareholders, agents, licensors, subcontractors and suppliers shall bear any liability toward the Employee and/or toward any other entity under any legal theory, whether contractual, tortious or otherwise, whether due to direct, indirect, secondary and/or circumstantial damage including and without detracting from loss of profits, loss of business opportunities, loss of income and/or profit, material loss, damage to reputation, lost information, special, punitive compensation and/or for example; stemming from and/or related in any way in the questionnaire, pilot or program including, and without prejudice to the Employee's use of the transportation solutions that shall be offered him as part of the pilot and/or program and/or his reliance on them and/or on any part thereof and/or from any malfunction, inaccuracy,

omission, defect, security breach and/or any failure in the execution of the pilot and/or the program, even if Ayalon Highways knew of the possibility of such damages.