

Privacy Policy

Updated: December 10, 2020

1. Introduction

We thank You (herein: You or **User**) for choosing to use the Services of Eternity Immortalization Ltd. (herein: **Eternity**), which provides You with a digital commemoration platform through which You may, *inter alia*, establish a commemorative site for Your loved ones, create and share an online obituary, design and purchase a tombstone, transact for the purpose of public commemoration, and also receive information about mourning customs (herein: **Services** or **Company Services** or **Eternity Services**).

The terms specified in this Privacy Policy (herein: **Privacy Policy**) apply to the visitors of our Websites at www.eternity.co.il and [www.eternity.co.il/memorials] (herein, collectively: **Website**), to visitors of the commemorative sites and also to anyone who uses the Services we offer. We respect the privacy of Users who use the Services and/or Website and/or commemorative sites and are obligated to protect the Personal Data collected about them.

Attention:

- ⇒ **By entering the Website and/or commemorative sites and/or using the Services, You hereby express Your consent to the terms included in this Privacy Policy. If You do not consent to the terms herein, You are not authorized to use the Services and/or visit the Website and/or commemorative sites. The Privacy Policy may be updated in the future; You are therefore required to review the updated policy from time to time.**
- ⇒ **You are not required by law to provide us with Personal Data. You hereby consent and declare that the Personal Data You are providing us is being provided of Your own free will, so that we may be able to provide You with the Services and in accordance with the purposes specified in this Privacy Policy.**

Who we are: Eternity Immortalization Ltd., Private Company Reg. no. 515700185

Our Privacy Protection Officer: Shahar Peled, email: shahar@eternity.co.il

Registered Database no.: 700066929

Questions and reporting on infringement of Your privacy: if You have any questions or other comments pertaining to this Privacy Policy, or if You have reason to believe that Your privacy was infringed while using our Services, please contact us by email: support@eternity.co.il
Eternity's representatives are at Your service for any request, comment, question or complaint.

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3. What Kind of Data will be Collected About You?

Use of our Services includes the collection of Personal Data that allows us to personally identify You. When You are using the Services, we may collect and process one or more of the following types of Personal Data about You:

- Data You have shared with us willingly (e.g., contact details You submitted on the Website, data You input in the Services registration form);
- Data provided to us by third parties;
- Data that is automatically generated upon Your use of the Services (e.g., Your IP address and various ad identifiers, Your keystroke stream, and the Operating System You use);
- Data collected during use of the commemoration sites;
- Data collected during use of public commemoration Services.

Note that in the course of providing the Services, we might be exposed to information about third parties who do not directly use Eternity's Services, e.g., Personal Data about the deceased and their family. Your registration and use of Eternity's Services constitute confirmation that You have obtained all the required consents of relevant third parties for the collection and processing of Personal Data about them by Eternity.

For additional details about the types of information we may collect about You:

⇒ Personal Data that is collected directly from You

While using the Services, Your personal identifying data will be collected and processed by us (herein: **Personal Data**). For instance:

- Contact information: when You browse our Website and use the Services, we may collect the Personal Data that You will provide us with by contacting us via the Website.
- Engagements: we will collect Personal Data about You, as provided to us by You and/or as made available to our representatives in the engagements between You and us in the course of providing the Services and, *inter alia*, information which may be provided by You as part of the correspondences with us by email, telephone, Zoom, WhatsApp or any other means of communication.
- Account registration: Personal Data will be collected from the details provided by You in the Eternity account registration form. Different data will be required for each Service offered by Eternity. For instance, for the purpose of completing the tombstone order, You will provide us with the following information: full name, address, phone number and email address. It is possible that in the future, additional information will be requested in the various forms. We shall mention that in the course of registration for some of Eternity's Services, You will be requested to provide additional information about Your loved one, for whom You are using our Services (e.g.: their name, date of demise, and family relation). **Note: insofar as You allow us to receive and/or transfer to us, directly or indirectly, in the course of Your use of the Services, Personal Data about a third party (including, information about the deceased and their family members), You are responsible to obtain all the consents required by law with respect to the collection and processing of such data by us. Eternity shall not bear any liability with respect to the collection and processing of such data.**
- Payments: some of the Services we offer are paid Services. If You decide to purchase the Services (according to engagement terms that will be provided to You separately), payment can be made using online third party clearing Services (herein: **Clearing Service Providers**, as defined in section 10 hereinbelow), which allow Users to send or receive payments securely by using credit card or bank account data. Note that data collected during payment clearing is not stored by Eternity, but rather by the Clearing Service Provider only and in a secure manner.

⇒ Data provided to us by third parties

- Third parties may provide us with Personal Data about You, i.e., name and telephone number, so that we may contact You to offer our Services.
- Moreover, among the Services it offers, Eternity also offers public commemoration Services, i.e., the option of connecting to a marketplace platform meant to bridge between Users who are interested in donating or acquiring projects to commemorate their loved ones and organizations that offer various public commemoration projects in return for the Users' donation (herein, respectively: **Donor(s)** and/or **Buyer(s)**, **Organization(s)**, **Commemorative Project(s)** and **Public Commemoration Platform**). We might receive additional Personal Data from the Organizations as part of this Service, e.g., photos, videos and any other data related to the Commemorative Project.

⇒ Data Collected Using Technology

- When You are using our Website and/or the commemorative sites, we may collect Personal Data and Non-personal (i.e., anonymous) Data about You.
- Identifiers: when You are using our Website and/or the commemorative sites, You automatically provide us with Your IP address (or MAC address, as applicable), according to the network or device You are using. This data is collected by us to improve Your User experience, determine Your geographic location and for security purposes. Moreover, we may collect additional identifiers, including advertising identifiers found in the device You are browsing through (e.g., Google's Advertiser Identification or Apple's Identifier for Advertisers).
- Geographic location data: when You are using our Website and/or the commemorative sites, we may collect data about Your general geographic location (country and city), including by way of analyzing IP addresses and other similar data.
- Technical and behavioral data: similar to most Websites and online Services, we automatically and passively collect anonymous and non-identifying data from Your devices once You enter the Website and/or commemorative sites, including (i) technical data, e.g., device type and version, OS, browser type, screen resolution, keyboard language, Wi-Fi connectivity, etc.; and (ii) behavioral data that may include Non-Personal Data, including anonymous data, and also data collected about Your behavior, which may include, *inter alia*, documentation of Your actions in the Services, click stream and additional data of a similar nature (herein, collectively: **Technical and Behavioral Data**).
- E-mail: when we send You an e-mail, we may collect, using Tracking technologies, data about the delivery of the e-mail and whether or not it has been read by You.
- Statistics and measurements: we may, personally or through service providers such as Facebook and Google Analytics, generate detailed measurements, statistics, and analyses about Your behavior on the Website, our Services and on the commemorative sites in general.
- Note that we may collect the data aforementioned in this Chapter personally or through our service providers and, *inter alia*, through use of technologies, e.g., cookie files and similar Tracking technologies (see definition and additional specification in Section 13 hereinbelow).
- To remove any doubt, any Non-Personal Data (e.g., Technical and Behavioral Data) shall be considered Personal Data insofar as it is related or connected to Personal Data.

⇒ Data Collected During use of Commemorative Sites

- Eternity's Services allow You to commemorate Your loved ones by establishing a commemorative site. We may collect Personal Data about the Users and visitors of the commemorative site, including data uploaded to the commemorative sites by or for such users. Eternity's use of such data shall be made in accordance with the terms of this Privacy Policy.

- The founders and operators of the commemorative site will be responsible to comply with all the laws and regulations that may be applicable to the collection and processing of such data, including the relevant privacy protection laws, and are required to obtain the required consents from the Users of the commemorative site in reference to processing data about them, data to be collected as a result of using the commemorative site. Thus, the founders and operators of the commemorative site must ensure that the commemorative site will include a link to this Privacy Policy.

4. **How do we use Data About You?**

In general, the data we collect about You and the data that You provide us is used by us so that we may offer You our Services, and for the legitimate business needs of Eternity. Note that we will not use the data about You, which is stored in our database, for purposes other than the purposes for which the database was established, as specified in this Privacy Policy.

For additional details about the purposes of using the data we may collect about You:

⇒ We use Non-Personal Data:

- For the purpose of statistical research and analysis meant for our internal use and, *inter alia*, to be able to make educated strategic decisions by better understanding our target audiences;
- For information security needs and to secure our Services;
- To understand how our Services are used and to adjust, develop and improve our Services and products; and
- To adjust the Services to Your needs and to improve Your User experience while using the Services.

⇒ We use Personal Data:

- Provide You with the Services;
- To customize the Services to Your needs;
- To verify details and execute various payments for the Services through Clearing Service Providers;
- To contact You, if necessary;
- To be able to send You advertising mails, newsletters and updates on various Eternity developments, new offers, news concerning Services, etc., by mail, telephone, email, SMS or online (in certain cases, we might be required to accept Your separate and specific consent to such mailing);
- For the purpose of statistical research and analysis in, *inter alia*, economic and behavioral fields, meant for our use;

- To obtain data in reference to the general geographic location (i.e., country) of the computer or device through which You are connected to the internet while using the Services, so that we may be able to know Your general location for information security needs;
- For our administrative needs; and
- To protect our rights and comply with any legal obligation that applies to us.

5. **How Long do we Keep Your Personal Data?**

In general, we keep Your Personal Data for as long as it is relevant and is used for the purpose for which it was collected originally, all according to the applicable laws. Note that Non-Personal Data will be kept by us for an unlimited period and at our sole discretion.

For additional details about the duration in which the Personal Data about You is kept:

- ⇒ We will keep Your Personal Data for as long as it is relevant and is used for the purpose for which it was collected originally.
- ⇒ It is possible that we may be forced to keep Personal Data about You for a longer duration in case of a legal claim, or if required as such under any law.
- ⇒ Anonymous or aggregate data generated by Your use of the Services may be kept on our services for an unlimited duration.

6. **Your Rights to View, Change and Amend Your Personal Data**

According to Israeli law, in principle, You are entitled to view data about You that is stored in Eternity's databases, and in certain cases request to amend or erase it. If, for any reason, You are interested in viewing the data about You that is stored in our databases, and also change, update or erase the Personal Data which You have provided us, send us an email at: support@eternity.co.il and attach the relevant details, and we will make every effort to handle Your request as soon as possible, according to the relevant legal requirements.

For additional details about Your rights with respect to the Personal Data collected about You:

- ⇒ In general, You may view the Personal Data we store about You by emailing support@eternity.co.il
- ⇒ If You are interested in changing, updating or erasing the Personal Data about You that we store, please send us an email message at support@eternity.co.il and we will make reasonable efforts to change, update or erase the Personal Data as aforesaid, according to the relevant legal requirements.
- ⇒ Furthermore, insofar as You believe that the use we are making of the Personal Data about You infringes on Your privacy and You are interested in restricting it, You may contact us by emailing support@eternity.co.il.
- ⇒ Note that in every request to view the data, we ask that the following details will be attached: full name, home and mobile numbers, email address, and the Data You wish to view or amend

or erase. Insofar as You wish to allow another person to view the Data for You, please also attach a specific power of attorney for such purpose.

- ⇒ Such rights are not absolute, and, in certain cases, Eternity might be exempted by law from providing, amending or erasing the Data.
- ⇒ Additional information concerning Israeli privacy protection laws and Your rights in reference to Your Personal Data can be found on the Privacy Protection Authority's Website at https://www.gov.il/he/Departments/the_privacy_protection_authority.

7. Data Sharing with Others

In general, we do not share Your Personal Data with third parties and take every acceptable means to store Your Personal Data in confidence using suitable means of security. However, in order to provide You with our Services, maintain our legitimate interests and comply with the obligations that apply to us by law, we may, in certain cases, share Your Personal Data with third parties. Moreover, as part of the public commemoration service, we will share Your Personal Data with the various Organizations, as specified in this Chapter hereinbelow.

For additional details about the cases in which we share Personal Data about You with third parties:

- ⇒ In general, Eternity will not share Your Personal Data with third parties. However, it may do so in order to:
 - Collect, hold and/or manage Your Personal Data through third party vendors of certain products or services (e.g., cloud hosting services), which have been approved by us (including, as applicable, their partners), only for the purpose of providing the services requested by us and not for any other purpose. Such third parties may be located in countries where Personal Data protection laws provide lesser protection for Personal Data compared to Israel; however, we will only use companies that can provide suitable means of protection to ensure that Your Personal Data is stored and handled in a secure manner;
 - Send, to advertisers and ad networks, data required for creating focused and relevant advertising for you;
 - Insofar as You are interested in a product or service that Eternity cannot offer you, Eternity will forward Your contact details to a third party that provides said product/service.
 - Comply with the requirements of any law, for the purposes of legal proceedings, orders, including disclosure orders or petition for government permission;
 - Comply with the requirements of any law, including bilateral agreements of the Israeli tax authority and/or tax authorities outside of Israel.
 - Enforce this Privacy Policy, including by way of investigating possible breaches of the Privacy Policy or the Terms of Use;

- Discover, prevent or otherwise handle a scam, fraud or security and safety issues, and also technical problems;
 - Reply to lawsuits, demands or arguments that contact information (e.g., name, address, email address, etc.) of a third party was published or forwarded without their consent or in such manner that constitutes harassment;
 - Protect the rights, property or personal security of Eternity, its clients or the public at large;
 - Allow a change of control at Eternity, including by way of a merger, acquisition, or the acquisition of most or all of its assets, provided that the buyer commits to observing the same privacy terms as included in this Policy; and/or
 - Based on specific confirmation from you, prior to disclosure.
- ⇒ In the course of using the platform for public commemoration, Eternity may forward the details completed by donors/buyers in such engagement to other organizations (i.e., details about them and about the deceased) for the purpose of future contact. Furthermore, the organization may use the photos of commemorative projects it establishes for the various donors/buyers for marketing purposes, unless the donor/user refused such use in writing.
 - ⇒ To remove any doubt, Eternity may collect, disclose and forward anonymous and non-identifying data (herein: **Non-Personal Data**) to third parties at its discretion.

8. External Service Providers

We may use third party services to collect, store and/or process the data collected as aforesaid hereinabove. We make reasonable efforts to engage with third parties that publish a privacy policy applicable to the collection, storage, processing and use of Personal and Non-Personal Data.

For additional details about our service providers:

- ⇒ Eternity uses the services of external service providers. It is possible that Your Personal Data will be forwarded to the possession of external service providers, but only for the purpose of providing the services to Eternity. Moreover, the external service providers are required to comply with the relevant provisions of law applicable to the processing of Personal Data.
- ⇒ The external service providers may be located in various jurisdictions from Your jurisdiction, and the applicable law in the jurisdiction of the external service providers may possible provide lesser protection for Personal Data than in Your jurisdiction; however, we will only use service providers able to provide suitable means of protection to ensure that Your Personal Data is stored and handled in a safe manner.
- ⇒ Eternity's external service providers include, *inter alia*, the following services:
 - Cloud services by Amazon (AWS). Its privacy policy can be seen here: <https://aws.amazon.com/privacy>

- Google Analytics. Its privacy policy can be seen here:
<https://policies.google.com/privacy?hl=en&gl=ZZ>
- GoDaddy. Its privacy policy can be seen here:
<https://in.godaddy.com/agreements/privacy>
- The customer service and management services of Zendesk. Its privacy policy can be seen here:
<https://www.zendesk.com/company/customers-partners/privacy-policy>

9. **Third Party Websites**

The services we offer may include links and buttons that redirect direct to additional third-party websites and platforms. Your entry, use and reliance on third-party websites, services or contents, and also any interaction between You and third parties, are under Your sole responsibility.

For additional details about Your use of third-party websites, services or content:

- ⇒ Certain links in our services (including on the website) will allow You to leave the website and enter websites or services that are not affiliated with Eternity. It is possible that such third-party websites will send cookie files (see definition below) to Your browser, thereby obtaining Personal Data about you.
- ⇒ Eternity does not bear responsibility with respect to related websites and/or the privacy policy of their services. Your entry, use and reliance on third-party websites, services and/or content, and also any engagement between You and such third parties, are under your responsibility and You will solely incur the related expenses. Access to such websites and services is given for your convenience only. You hereby agree and confirm that Eternity shall not be responsible, directly or indirectly, to any damage or loss caused (or argued to be caused) with relation to or as a result of Your use of any service, content, product or other information available through such websites or services (including with respect to the use and disclosure of Your Personal Data by You to such third party websites). It is always recommended to read such documents carefully prior to using these websites and their services, *inter alia*, to know which type of data they collect.

10. **Payment Methods**

We will clear payment for the Services using third parties that allow to send or receive payments securely. Eternity is not affiliated with or related to the Clearing Service Providers and the use of the clearing services is under Your responsibility only.

For additional details about payments on the Website:

- ⇒ You can execute payment for the Services using online third-party clearing services (herein: **Clearing Service Providers**), which allow to send or receive payments securely by using the credit card data or your bank account (e.g., Cardcom). For additional information about such Services, please read the terms of use and privacy policy of the relevant Clearing Service Provider.

- ⇒ It is hereby clarified that Eternity is not affiliated with or related to the Clearing Service Providers, that they are independent contractors, and that Eternity's employees or agents or vendors are not responsible for the actions or inactions of the Clearing Service Providers. Use of the Clearing Service Providers is under your responsibility only and you hereby confirm your taking of the risks involved in executing any transaction through the Clearing Service Providers. You are required to comply with the provisions of the terms of use and privacy policy of the relevant Clearing Service Provider, including concerning user age limits.
- ⇒ Note that data to be collected as part of the payment clearance process shall not be stored by Eternity, but rather by the Clearing Service Provider only, and in a secured manner.

11. Information Security

We make significant efforts to implement and maintain the security of Personal Data about You as a User of our Services. We implement information security protocols and policies as common in the industry to ensure the security of information about You and to prevent any unauthorized use of such information.

For additional details about the security of personal information about You:

- ⇒ We implement information security protocols and policies as common in the industry to ensure the security of information about You and to prevent any unauthorized use of such information.
- ⇒ The Personal Data collected with relation to Your use of our Services is stored according to the highest data security standards on secured AWS servers in Ireland, and kept in separate from other data that is kept on the users of other Eternity services.
- ⇒ Eternity shall comply with the laws that govern it in case of a security breach or data leak, including Your Personal Data, and insofar as required by law, shall notify you about such event.
- ⇒ However, you must note that there are risks inherent in transferring data online or by other methods of electronic storage and we are unable to guarantee that unauthorized access or use will never happen. Eternity shall not bear responsibility or liability for damage caused to you due to unauthorized access, a breach or the penetration of the security system or a storage fault or theft, erasure, corruption, destruction, damage or loss of data or information, excluding insofar as Eternity did not take the reasonable means of data security as required by law.

12. Minors

To use Eternity's Services, You must be at least sixteen (16) years old. We reserve our right to request proof of age at any point to verify that minors under the age of sixteen (16) are not using our Services.

For additional details about age restrictions with respect to using Eternity's Services:

- ⇒ To use our Services, You must at least sixteen (16) years old.

- ⇒ In case it is brought to our knowledge that a minor under sixteen (16) is using the Services, we will block such User and make any effort to immediately erase any Personal Data collected about them.
- ⇒ For inquiries in such matter, please email us at support@eternity.co.il
- ⇒ We reserve our right to request proof of age at any point to prevent collection of Personal Data about minors under sixteen (16).

13. Cookies and Tracking technologies

When using Eternity's Services, we or third parties might use an industry-acceptable technology known as "cookies" and/or other Tracking technologies which store certain data on the computer or device through which You are browsing our Website. Such technologies allow us, *inter alia*, to automatically activate certain features of our Services, improve Your browsing and use experience, offer ads to you, collect statistics about Your use of our Website and/or the commemorative site, collect (anonymous) technical and behavioral data, etc. Eternity and/or our service providers may also use temporary cookie files (these will expire once You close the browser) or permanent cookies (which stay in our system until they are erased). These Tracking technologies can be disabled.

For additional details about the Tracking technologies we use and how to disable them:

- ⇒ When using the Services, we or third parties might use an industry-acceptable technology known as cookies, Flash, pixels, web beacons and/or other Tracking technologies (herein: **Tracking technologies**). Such Tracking technologies are stored on Your device and allow us to automatically activate certain features (e.g., automatic login activation), and also to make Your User experience easier and simpler.
- ⇒ You can disable the Tracking technologies using Your internet browser. However, note that if You erase the Tracking technologies or disallow their storing and/or change the Flash properties, Your online experience when using our Services will be limited.
- ⇒ Mostly, third-party Tracking technologies keep Non-Personal Data, e.g., webpages You visited, Your search duration, etc. You can usually find instructions in the privacy policy or terms of use of third parties for taking actions regarding their tracking options.
- ⇒ To receive additional instructions concerning the blocking of cookie files, please view the 'Help' section of the browser You are using, or visit <http://www.allaboutcookies.org/manage-cookies>
- ⇒ These links provide guidelines concerning the blocking of cookie files in common internet browsers:
 - [Chrome](#)
 - [Internet Explorer and Microsoft Edge](#)
 - [Mozilla Firefox](#)
 - [Safari](#)

14. Direct Mailing, Advertising and Messaging

You hereby agree to our use of the contact information You provided us with (including, *inter alia*, email address (telephone number) to provide You with various messages, including ads related to our current and/or future products and Services, by mail, telephone, email, SMS or other online method.

For additional details about direct mailing, advertising and messaging:

- ⇒ You hereby agree to our use of Your information, we was provided to us according to Your wish, so that we may notify You about Eternity's Services, marketing and/or advertising data (including advertising messages pursuant to the 1982 Communications (Telecommunication and Broadcasts) Law), benefits and about Services of third parties who are Eternity's business partners, to be forwarded to You by mail, telephone, email, SMS or other online method.
- ⇒ You may withdraw Your consent by sending an email to support@eternity.co.il, and alternatively follow the instructions for removal from the mailing list, as they appear in the messages sent to you. You hereby confirm that Eternity has notified You that You may refuse to accept ads as aforesaid.

15. Transfer of Personal Data Outside of Israel

When using Eternity's Services, Personal Data about You may be processed or transferred to other countries, and You hereby agree that Personal Data about You will be transferred or processed in such form. In general, we make efforts to ensure that Your Personal Data is only stored in Israel, the EU or USA, but at any rate, in any transfer of Personal Data outside of Israel, we take the precautions set by Israeli law for transferring data outside of country borders to guarantee that You data is kept secure at all times.

For additional details about the transfer of Your Personal Data outside of Israel's borders:

- ⇒ Eternity may transfer data collected about you, including Personal Data, from Israel to related entities or third-party service providers (as specified herein) who may be located in other countries worldwide. Note that Eternity may transfer such Personal Data to a country and jurisdiction that applies data protection laws with lesser protection than the protection specified in Israeli laws, and You hereby consent to such data transfer. For instance, Your Personal Data, as collected in our Services, is stored on Amazon Web Services servers, which are not located in Israel.
- ⇒ In general, we make efforts to ensure that Your Personal Data is only stored in Israel, the EU or USA, but at any rate, in any transfer of Personal Data outside of Israel, we take the precautions set by Israeli law for transferring data outside of country borders to guarantee that You data is kept secure at all times.

16. Changes to Privacy Policy

We reserve the right to change this Privacy Policy at any time and You are requested to visit this page as often as possible. We will inform all Eternity Users regarding any significant change to the terms of this privacy policy on our Website's homepage and/or send an email message regarding such changes.

For additional details about changes to our privacy policy:

- ⇒ We reserve the right to change this Privacy Policy at any time and You are requested to visit this page as often as possible.
- ⇒ We will inform all Eternity Users regarding any significant change to the terms of this privacy policy on our Website's homepage and/or send You (according to the details You provided) an email message regarding such changes.
- ⇒ Significant changes to the privacy policy will enter into effect seven (7) business days thereafter giving notice on our Website or by email, as applicable, whichever comes early. All other changes to the privacy policy will enter into effect on the last updating date of this Privacy Policy, and the continued use of our Services thereafter the last updating date shall constitute Your consent to be bound by such changes. Insofar as the Privacy Policy is amended to comply with any legal requirement, the amendments may enter into effect immediately or as required by law, without any prior notice.