



## PRIVACY POLICY

We at Bermad CS Ltd. (“**Bermad**”, “**we**”, “**us**”, “**our**”) respect your privacy. This Privacy Policy (“**Policy**”) explains the accepted privacy practices for our digital platforms, such as our websites at [www.bermad.com](http://www.bermad.com); [www.bermadinc.com](http://www.bermadinc.com); [www.bermad-rus.com](http://www.bermad-rus.com); [www.bermad.com/es](http://www.bermad.com/es); [www.bermad.co.il](http://www.bermad.co.il) (“**Websites**”), as well as for our customer-related activities. It also describes the rights and options available to you with respect to your information.

The Website provides content and information about Bermad, our products and services (“**Content**”).

### PERSONAL DATA WE COLLECT

**We collect information you provide us voluntarily and knowingly. You are not legally required to provide us your information.**

**Inquires.** If you wish to submit an inquiry via our online contact form, you will be required to provide your full name, email address, country of origin, choose the topic of your inquiry and submit your question or inquiry in free text form. You can also post questions and comments on our various blogs, in which case we will collect the information you post. We refer to this entire data as “**Inquiry Information**”.

**Blogs.** We have various blogs on our Website. You can subscribe to each blog by providing your full name and email address. You can unsubscribe at any time. We refer to this data as “**Subscriber Information**”.

You do not have a legal duty to provide the above information. However, you will not be able to submit an inquiry or subscribe to blogs without providing the above information.

**Events.** We also collect your contact information when you provide it to us at conferences and events that you and Bermad participate in. We refer to this data as “**Event Information**”.

**Product purchases.** We also collect your contact information during the sales process of Bermad products or services. We refer to this data as “**Customer Information**”.

**We also collect analytical information about your use of the Website.**

When you visit our Website, we will record and collect certain information in relation to your visit and use of the Website, including: IP address (and the general location corresponding to the address), time and date of access, type of browser used, language use, links clicked and the web pages you accessed. We refer to this data as “**Analytical Information**”.



## HOW WE USE PERSONAL DATA

### To respond to your inquiry

We will use your Inquiry Information to contact you about your inquiry and handle your inquiry.

### To send you blog updates

We will use your Subscriber Information to send you blog updates.

### For profiled marketing purposes

Subject to your consent, we will use your Subscriber Information and Event Information in a profiled manner to contact you occasionally, either by Bermad or by a representative on its behalf, including by sending e-mails with information related to Bermad products and Services ("**Promotional Communications**").

**We will possibly send you marketing communications for products and services similar to those you've purchased, unless you opt out. We may also do so where applicable law makes this permissible.**

If we obtain your Customer Information in the course of a sale of a Bermad product or service and give you a simple opportunity to refuse or opt out of marketing communications, then so long as you have not opted-out, Bermad will possibly send you Promotional Communications, based on your profiled Customer Information. The same applies where applicable law permits us to marketing emails to an email address belonging to a company or governmental agency, or to an email address belonging to a contact person whose position relates to the substance of the marketing email.

**You may opt-out of our profiled marketing and blog updates by sending an email to [[Web-service@bermad.com](mailto:Web-service@bermad.com)]**

You may 'opt-out' of using your profiled Subscriber Information, Event Information and Customer Information for Promotional Communications or blog updates at any time by sending an email to: [[Web-service@bermad.com](mailto:Web-service@bermad.com)]

**We use Analytical Information to improve and enhance the Website and our services.**

We use Analytical Information to improve the Website and to enrich the content on the Website and the services we offer to customers. We also use the Analytical Information to adapt the Website, its content, and services to users' preferences.



## WHEN AND HOW WE SHARE PERSONAL DATA WITH OTHERS

*We will not share your information with third-parties, except in the events listed below or when you provide us your explicit and informed consent*

**We share your information with our subsidiaries.**

We will share your Information with members of our family group of companies, who help us process the data for the purpose set out above.

**We share your information with our service provider helping us operate our business, the Website and the Products.**

We will share your personal information with our service providers, such as Hubspot and Oracle Sales Cloud CRM, who assist us with the internal operations of our Website and other aspects of our business. These companies are authorized to use your personal information only as necessary to provide these services to us and not for their own promotional purposes. We do not sell your personal information to third parties.

**We will share your Information with competent authorities, if you violated the terms of your engagement with Bermad.**

If you have breached the terms of use of the Website [[Insert Link](#)], this Policy or any other agreement you have with Bermad, abused your rights to use the Website, or violated any applicable law. Your Information will be shared with competent authorities and with third parties (such as legal counsels and advisors), for the purpose of handling of the violation or breach.

**We will share your Information if we are legally required.**

If we are required to disclose your information by a judicial, governmental or regulatory authority.

**We will share your Information with third-party in any event of change in Bermad's structure.**

If the operation of Bermad or the Website is organized within a different framework, or through another legal structure or entity (such as due to a merger or acquisition, we will share your information to enable the structural change.

**We will share your information in case of an emergency concerning you.**

If we need to act immediately to protect the personal safety of our customers or the public.



## COOKIES AND OTHER TRACKERS

### What are cookies?

Cookies are text files, comprised of small amount of data, that are saved on your computer or other device (e.g. smartphone, tablet, etc.) when you use internet and visit various websites.

The information that the cookies maintain is read by the website you visit, during the session of your visit to the website (these are called 'session' cookies), and when you return to visit it again (these are called 'persistent' cookies).

We also use techniques called web beacons and web pixels for purposes similar to the use of cookies.

### We use the Cookiebot add-on to provide you detailed information about the cookies and enable you to control the use of cookies.

We use the Cookiebot add-on to provide you more detailed information about the cookies we use (including their origin, purpose and expiration dates). It also enables you to control the use of marketing cookies, preference cookies and statistics cookies. Click [\[here\]](#) to access Cookiebot. You can change your mind at any time by enabling or disabling certain cookies or categories of cookies. However, you cannot disable the 'necessary' cookies because the website cannot operate without them. By enabling cookies, you give your consent to collect the data they are intended for.

### We use cookies necessary to operate the website, for website statistics, for marketing purposes and to remember your website preferences.

We use cookies for a number of purposes, as briefly explained below. You can review additional information about the specific cookies we use in relation to each purpose, through the Cookiebot tool [\[link\]](#).

**Necessary.** Cookies that are strictly necessary for the functioning of the Website. The Website cannot operate properly without these cookies. You can set your browser to block or alert you about these cookies, but some parts of the Website may not function properly.

**Preferences.** Cookies that remember your choices when you use the Website and allow the Website to react by reflecting your preferences.

**Statistics.** Cookies that help us understand how you and other users interact with our Website by collecting data that does not directly identify you.

**Marketing.** Cookies that track your use of the Website and allow us to tailor content, both on and off the Website, that we believe is relevant to you.

### You can always delete or disable cookies.

You can always delete the cookies saved on your device through your computer browser or your device. You can also disable cookies for future uses through the settings options of your computer browser or device.



## SECURITY AND DATA RETENTION

**We will retain your personal information for as long as we need it to operate the Website and interact with customers, and thereafter as needed for record-keeping matters.**

We retain personal data for the duration needed to support our ordinary business activities operating the Website and interacting with customers. Thereafter, we will still retain your personal information as necessary to comply with our legal obligations, resolve disputes, establish and defend legal claims and enforce our agreements.

**We implement measures to secure your information**

We implement measures to reduce the risks of damage, loss of information and unauthorized access or use of information. However, these measures do not provide absolute information security. Therefore, although efforts are made to secure your personal information, it is not guaranteed, and you cannot expect that the Service will be immune from information security risks.

## ADDITIONAL INFORMATION FOR USERS IN THE EU

**The Bermad entities are the data controllers of the personal data we collect via the Website.**

The following Bermad entities are each a data controller for the purposes of the personal data we collect via the Website and for the performance of the services offered through the Website.

Bermad CS Ltd. is based at Kibbutz Evron, Israel

Bermad Europe S.L is based at Calle Comercio, 1 – Nave 22, 08780 Pallejà, Barcelona, Spain.

**To contact our European representative**

Our European representative, for the purposes of this Policy, is Bermad Europe S.L. If you are within the European Economic Area, you may contact our European representative at the following address: Calle Comercio, 1 – Nave 22, 08780 Pallejà, Barcelona, Spain.

**Legal bases for processing your information**

The legal basis for collecting and processing your Inquiry Information is our legitimate interests in operating the Website and our business.

The legal basis under EU law for collecting and processing your Subscriber Information and Event Information for profiled marketing purposes and blog updates is your explicit consent.

The legal basis under EU law for collecting and processing your Customer Information for profiled marketing purposes is our legitimate interest in offering further products to existing customers or to relevant contact persons within companies or governmental agencies.

The legal basis under EU law for collecting and processing Analytical Information is our legitimate interest in managing the Website and our business development interests.

**We will transfer your information internationally**

Information we collect from you will be processed in Israel, which is recognized by the



only in accordance with applicable data protection laws.

You have certain rights to access, update or delete your information, obtain a copy of your Information, withdraw your consent and object or restrict certain data processing activities

European Commission as having adequate protection for personal data.

If we transfer your Information from within Europe to other jurisdictions outside Europe, this will be done using adequate safeguards determined by the EU Commission.

If you are in the EU, you have the following rights under the GDPR:

**Right to Access** your personal data that we process and receive a copy of it.

**Right to Rectify** inaccurate personal data we have concerning you and to have incomplete personal data completed.

**Right to Data Portability**, that is, to receive the personal data that you provided to us, in a structured, commonly used and machine-readable format. You have the right to transmit this data to another service provider. Where technically feasible, you have the right that your personal data be transmitted directly from us to the service provider you designate.

**Right to Withdraw Consent** to processing your personal data, at any time. If you do that, we will still process certain information on legal basis other than consent, as described in this Policy. Withdrawing your consent will not affect the lawfulness of data processing we carried out based on your consent before such withdrawal.

**Right to Object**, based on your particular situation, to using your personal data on the basis of our legitimate interest. However, we may override the objection if we demonstrate compelling legitimate grounds, or for the establishment, exercise of defense of legal claims. You may also object at any time to the use of your personal data for direct marketing purposes.

**Right to Restrict** processing your personal data (except for storing it) if you contest the accuracy of your personal data, for a period enabling us to verify its accuracy; if you believe that the processing is unlawful and you opposes the erasure of the personal data and requests instead to restrict its use; if we no longer need the personal data for the purposes outlined in this Policy, but you require them to establish, exercise or defense relating to legal claims, or if you object to processing, pending the verification whether our legitimate grounds for processing override yours.

You have certain rights to access, update or delete your information, obtain a copy of your Information, withdraw your consent and object or

**Right to be Forgotten.** Under certain circumstances, such as when you withdraw your consent, you have the right to ask us to erase your personal data. However, we may still process your personal data if it is necessary to comply with a legal obligation we are subject to under laws in EU Member States or for the establishment, exercise or defense



**BERMAD**  
Water Control Solutions

restrict certain data  
processing activities

of legal claims.

If you wish to exercise any of these rights, contact us at [[Web-service@bermad.com](mailto:Web-service@bermad.com)]

We reserve the right to ask for reasonable evidence to verify your identity before we provide you with information. Where we are not able to provide you with information that you have asked for, we will explain the reason for this.

**You have a right to submit a complaint to the relevant supervisory data protection authority.**

Subject to applicable law, you have the right to lodge a complaint with your local data protection authority. If you are in the EU, then according to Article 77 of the GDPR, you can lodge a complaint to the supervisory authority, in particular in the Member State of your residence, place of work or of an alleged infringement of the GDPR. For a list of supervisory authorities in the EU, click [here](#).

## MINORS

**You must be 18 years of age or older in order to use the Service.**

The Service is not intended for minors under the age of 18. IF YOU ARE UNDER THE AGE OF 18 YOU MAY NOT USE THE SERVICE IN ANY WAY.

## CHANGES TO THIS PRIVACY POLICY

**If we change this Policy, we will provide you notice of such change through the App.**

From time to time, we may change this Policy, in which case we will inform you of the updated Policy through the Website. The latest version of the Policy will always be accessible on the Website.

## CONTACT US

**You can contact us at [[Web-service@bermad.com](mailto:Web-service@bermad.com)]**

Should you have any inquiries, complaints or suggestions, you may contact us at [[Web-service@bermad.com](mailto:Web-service@bermad.com)] We will do our best to resolve your issue in a timely manner.

Last Update: \_\_\_\_\_ 2018