

Privacy Policy

This document outlines the privacy policy regarding information collected by CityKids English Center, and/or its subsidiaries (hereinafter collectively: "**CityKids**" or "**we**" or "**the Company**") on the CityKids website located at <https://tlvcitykids.co.il/> (hereinafter: "**the Website**"), other CityKids websites and additional platforms (hereinafter collectively: "**the Platforms**"), as well as during meetings and telephone conversations with CityKids representatives, all in connection with services offered or provided by CityKids, including registration for CityKids kindergartens (hereinafter: "**the Services**"). The personal information (as defined below) will be stored in CityKids' databases and used in accordance with this Privacy Policy or as required by law.

The information collected about you will be stored in CityKids' databases. You are not legally obligated to provide the personal information detailed below. However, without providing such information, we may not be able to provide you with the Services, in whole or in part. By continuing to use the Platforms and receiving the Services, you agree to this policy and to the collection of personal information about you and your child as detailed below.

In this Privacy Policy, singular terms also mean plural, and vice versa; masculine terms also mean feminine, and vice versa, as appropriate.

1. [Types of Information We Collect](#)
2. [How We Collect Information](#)
3. [Purposes of Collecting and Using Information](#)
4. [Sharing Information with Third Parties](#)
5. [External Websites](#)
6. [Cookies](#)
7. [Minors](#)
8. [Data Retention](#)
9. [Changes to the Privacy Policy](#)
10. [Exercising Your Rights](#)
11. [Contact Us](#)

1. Types of Information We Collect

- 1.1. We may collect the following details, which will be referred to as "personal information":
 - 1.1.1. **Identification details:** First and last name, ID number, dates of birth, profession.
 - 1.1.2. **Contact details:** Phone number, email address, physical address.
 - 1.1.3. **Child's details:** First and last name, ID number, date of birth, medical information.
 - 1.1.4. **Payment details:** Credit card details, bank account details.
 - 1.1.5. Information about the use of the Platforms: Information about your use of the Platforms, including when you accessed each Platform, how long you stayed on it or a specific screen, and what actions you took.
 - 1.1.6. **Technical information:** Including information about your internet connection (e.g., IP address and internet provider), information about the device you use to access the Platforms (e.g., device type and operating system).
 - 1.1.7. **Additional information:** Any additional information about you, your child, or third parties that you may provide to us during the use of the Platforms and/or that is required in connection with the provision of the Services.

- 1.2. We may also collect and process statistical and aggregate data for any purpose. Such data does not identify you and therefore does not constitute personal information. For example, we may use aggregate information about the use of the Platforms to calculate the percentage of users who use a specific tool.
- 1.3. The information you provide about your child is provided by you as their parent or legal guardian. If you provide us with personal information about third parties, you must obtain their consent, and you are solely responsible for this.

2. How We Collect Information

We use various methods to collect personal information from and about you, including:

- 2.1. **Information you provide directly:** You can provide us with your child's details, identification details, contact details, and payment details when using the Platforms and/or receiving Services from CityKids. You can also provide us with your identification and contact details when registering to receive CityKids' mailing services. You can provide us with additional information when you contact us.
- 2.2. **Information collected automatically:** During your use of the Platforms, we may automatically collect technical information or information about your use of the Platforms. We collect this information using logs, cookies, and similar technologies.
- 2.3. **Public information and information received from third parties:** We may receive technical information and information about your use of the Platforms from analytics tool providers and advertising partners. Additionally, if you provide us with personal information through social networks (e.g., Facebook), we will receive certain information about you from that social network.

3. Purposes of Collecting and Using Information

We will collect and use personal information only in accordance with legal requirements. Generally, we will use personal information for the following purposes:

- 3.1. Providing services, fulfilling a contract with you or entering into such a contract, including registering your child in CityKids kindergartens and processing payments for such registration;
- 3.2. Contacting you and sending notifications, including via SMS, WhatsApp, email, and/or messages within the Platforms, including direct mailing;
- 3.3. Handling inquiries you submit through the Platforms or otherwise;
- 3.4. Sending and displaying marketing and advertising content, including personalized advertisements;
- 3.5. Managing the Platforms, resolving technical issues, protecting and improving the services offered on the Platforms, and ensuring the proper operation of the Platforms;
- 3.6. Operating, developing, improving, and managing the Platforms, as well as improving the service and adapting it to the customer;
- 3.7. Managing legal proceedings involving CityKids or preparing for such proceedings;
- 3.8. As required by any law, judicial order, or competent authority's request;

- 3.9. For purposes you have consented to the processing of the information for;
- 3.10. For any other purpose detailed in this Privacy Policy or the Terms of Use.

4. **Sharing Information with Third Parties**

We may transfer personal information to third parties in the following cases (subject to legal requirements):

- 4.1. To subsidiaries, parent companies, sister companies, and/or other entities related to CityKids in connection with the provision of the Services;
- 4.2. To contractors or service providers on our behalf, for the provision of the Services to you in accordance with the Terms of Use or a contract with you (e.g., cloud service providers, payment service providers, software companies, SMS service providers, email service providers, etc.);
- 4.3. To our professional advisors (e.g., lawyers, accountants) as needed to provide their services;
- 4.4. If we organize our activities within another entity, including mergers, sales of activities, etc., provided that the entity we merge with and/or to which our activities (in whole or in part) are transferred assumes the provisions of this Privacy Policy;
- 4.5. In case of a legal dispute between you (or your representative) and us (or our representative), as necessary to handle such a dispute;
- 4.6. For sending and displaying marketing and advertising content, including personalized advertisements;
- 4.7. With your consent and approval;
- 4.8. As required by any law and/or competent authority, and for managing legal proceedings.

The information may be transferred and/or stored outside of Israel in connection with the purposes detailed above, including in countries where the level of personal data protection is lower than that existing in Israel. In such cases, the transfer will be carried out in accordance with legal requirements.

5. **External Websites**

The Platforms may include links to external websites. Clicking on such a link may result in the collection of your personal information by a third party. We have no control over the external websites and are not responsible or liable for them. We recommend that you read the terms of use and privacy policies relevant to the external websites before using them.

6. **Cookies and Similar Technologies**

- 6.1. Cookies are files transferred to your device and stored there through your web browser for documentation purposes. Cookies can facilitate navigation on the Website, allow a quicker login process, and track your actions on the Website.
- 6.2. CityKids uses cookies and similar tracking technologies, including those from external providers, for the regular operation and proper functioning of the Platforms and to improve their performance and user experience. As part of the information provided to us, the files

may collect your device's identification data, IP address, or other information about your use of the Services.

6.3. Some cookies expire when you close the browser, while others are stored on your hard drive. Cookies contain various information, such as pages you visited, the time you spent on the site, where you came from, the information you seek when entering the site, and more. Cookies allow, among other things, to collect statistical data on the use of the site, to adapt the site to your personal preferences, and for security needs. Cookies can also be used by CityKids to save you from re-entering your details each time you visit certain parts of the site.

6.4. If you do not wish to receive cookies, you can change your browser settings. Additionally, you can delete cookies from your computer at any time. However, deletion will result in the site not being adapted to your preferences, and deleting or disabling cookies may cause you not to be able to use some of the services on the site or on other websites, or impair your user experience.

7. **Minors**

The Platforms are not intended for minors under the age of 18, and we do not collect personal information directly from minors. The child's details we collect are provided by their parent or legal guardian only.

8. **Data Retention**

We will retain personal information for the period necessary to achieve the purposes for which it was collected, including to fulfill our legal obligations. To determine the appropriate retention period for personal information, we will consider, among other things, the purpose of its collection, its scope, nature, sensitivity, the risk of unauthorized access, and the period during which we may need the personal information to comply with legal requirements or manage legal proceedings, in accordance with any legal retention limitations.

9. **Changes to the Privacy Policy**

We may update this Privacy Policy from time to time. In such cases, we will present the updated policy on the Platforms. We recommend periodically reviewing the Privacy Policy. Continuing to use the Platforms and Services after updating the Privacy Policy constitutes your consent to the updated Privacy Policy.

10. **Exercising Your Rights**

To exercise your rights under the Privacy Protection Law, you may contact us in writing using the contact details below:

10.1. You may review the information held about you or your child in CityKids' databases, either personally, through an authorized representative, or through a guardian appointed for you, subject to the Privacy Protection Regulations (Conditions for Accessing Information and Procedures for Appealing Refusal of Access Requests), 1981 (hereinafter: "the Access Regulations"). CityKids will respond to your request within 21 days of

receiving the request, unless this period is extended in accordance with the Access Regulations.

- 10.2. In your request, you must detail all the required details in accordance with the Access Regulations, including your first name, ID number, father's name, address (including postal code), reasons for the access request, and the type of information requested. If the request relates to your child's information, the child's details must also be provided.
11. If you find that the information held in CityKids' databases is incorrect, incomplete, unclear, or outdated, you may request to correct or delete the information about you or your child. CityKids will respond to your request within 30 days of receiving the request, unless this period is extended in accordance with the Access Regulations.

12. **Contact Us**

12.1. For any questions regarding the Platforms or Services, you can contact the company using the contact details below:

Address: 188 Ibn Gvirol St., Tel Aviv.

Phone number: 03-716-3133

Email address: info@tlvcitykids.co.il

12.2. To enable us to handle your request optimally, please include your full name and contact details (name, email address, and phone number) in your inquiry.

This policy was last updated on July 16, 2024.