

InspireMD Privacy and Cookie Policy

Last modified date: July 08, 2018

This Privacy and Cookie Policy ("**Privacy and Cookie Policy**") describes our, InspireMD Inc. ("**InspireMD**", "**we**", "**our**" or "**us**"), information practices in connection with the access and use of our Website <http://www.inspiremd.com/en> ("**Site**") (together with its subdomains, features, and services available thereon, the "**Service**").

InspireMD, Inc., a Delaware corporation. InspireMD Ltd. Is an Israeli company, with an address at **Menorat Hamaor 4, Tel Aviv, Israel.**

Capitalized terms which are not defined herein, shall have the meaning ascribed to them in our Terms of Use available at <http://www.inspiremd.com/en/> which this Privacy Policy is incorporated thereto by reference.

If you do not agree to this Privacy and Cookie Policy, do not access or otherwise use the Site.

COLLECTION OF INFORMATION AND CONSENT

The Site is a promotional site only and **does not include** a personal area or personal information.

However, if you wish to contact us, you have the option to fill out a contact form that includes your name, e-mail address, a phone number, and your comment, which requires us to contact you and comply with your notice.

By filling out this contact form, you know that you are not legally obligated to provide us with any information and you acknowledge that providing us with personal information is done freely. Also, you are not required to fill out the contact form in the first place.

We collect, process and use your information for the purposes described in this Privacy Policy, based at least on one of the following legal grounds:

- **With your consent:** We ask for your agreement to process your information for specific purposes and you have the right to withdraw your consent at any time. For example, we ask for your consent to provide you with personalized content and ads through the use of cookies.
- **When performing this agreement:** We collect and process your personal information in order to provide you with the Service, following your acceptance of this Privacy Policy; to maintain and improve our Service; to develop new services and features for our Users; and to personalize the Service in order for you to have a better user experience.
- **Legitimate interests:** We process your information for our legitimate interests while applying appropriate safeguards that protect your privacy. This means that we process your information for purposes such as detecting, preventing, or otherwise addressing fraud, abuse, security, usability, functionality or technical issues with our Service, protecting against harm to the rights, property or safety of our properties, or our users, or the public as required or permitted by law; Enforcing legal claims, including investigation of potential violations of this Privacy Policy; In order to comply and/or fulfil our obligation under applicable laws, regulation, guidelines, industry standards and contractual requirements, legal process, subpoena or governmental request, as well as our Terms

of Use.

USE OF YOUR INFORMATION

We retain this information for business purposes only and will not retain unnecessary information. You have the right, at any time, to ask us to delete your information, and we will do so without unnecessary delay and according to circumstances. For more information regarding your rights according to the GDPR you can visit the United Kingdom's Information Commissioner's Office Website: <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr>

If you believe that your rights regarding the GDPR are violated, please contact us at info@inspiremd.com and you also have the right to file a complaint with the regulatory authority.

We will not use your personal information and process it to target you with an advertisement or direct marketing without your explicit consent.

InspireMD does not store the Site and its content on its own infrastructure - any storage is supplied by a third party named 'HostGator' that provides storage services. This means that the data you provide to us or that we or third parties collect from you (including any personal information) is stored by third-party service providers on servers owned or controlled by them. 'HostGator' servers are located in the USA. Therefore, please note that you agree that your data will be transferred to third-party service providers outside your residence. 'HostGator' declares that it complies to the General Data Protection Regulation (GDPR). For more information please read 'HostGator' GDPR declaration and Privacy Policy at: <https://support.hostgator.com/articles/pre-sales-policies/general-data-protection-regulation>

SHARING INFORMATION WITH THIRD PARTIES

InspireMD will not share any Personal Information it collects with any third party, except in the following cases: (a) to provide the Service, at your request and choice; (b) to satisfy any applicable law, regulation, legal process, subpoena or governmental request; (c) to enforce this Privacy Policy and/or the Terms of Use, including investigation of potential violations thereof; (d) to detect, prevent, or otherwise address fraud, security or technical issues; (e) to respond to User's support requests; (f) to respond to claims that any content available on the Service violates the rights of third-parties; (g) to respond to claims that contact information (e.g. name, e-mail address, etc.) of a third-party has been posted or transmitted without their consent or as a form of harassment; (h) to protect the rights, property, or personal safety of InspireMD, any of its Users, or the general public; (i) when InspireMD is undergoing any change in control, including by means of merger, acquisition or purchase of all or substantially all of its assets; (j) to collect, hold use and/or manage your Personal Information through InspireMD authorized third party service providers, as reasonable for business purposes (including for purposes of providing and promoting the Service) (k) to provide advertising and other commercial or sponsored content from InspireMD authorized partners which may be valuable to you or (l) pursuant to your explicit approval prior to the disclosure.

For avoidance of doubt, InspireMD may transfer and disclose to third parties or otherwise use Non-Personal Information at its own discretion.

COOKIE POLICY

Like many websites and applications, we use “Cookies” to collect information.

What is a cookie? A cookie is a small file sent from a website which is then stored by your web browser. Cookies are widely used for record-keeping purposes in order to make a website work, or work more efficiently, as well as to provide information to the owners of the website

How do we use cookies? When you use a widget, or any other tool offered by us, whether on a system, device, site, or third-party site, we may record data related to that activity, the layout of the widget, or any other account-related data. Cookies are also used to record if the data subject has agreed (or not) to the use of cookies on the site, so you will not be asked the question each time you visit the site.

What kind of Cookies we use?

- (a) **Google Analytics** – An analytics service provided by Google, Inc. ("Google") on the Site, to assist in analyzing the use of the site. For this purpose, Google Analytics uses cookies (text files located on your computer). The information generated by cookies regarding the use of the Site, standard web log information (including the IP address) and **anonymous visitor behavior** is transmitted and stored by Google, including on US servers, we upload your IP address before sending it to Google. In accordance with its Privacy Shield Certification, Google declares that it complies with the EU-US Privacy Shield Framework. Google may transfer the information collected by Google Analytics to third parties when required by law or when such third parties process the information on Google's behalf. The usage of the data collected on behalf of a third-party will be according to Google Analytics Terms of Service. (Please see the link attached: <https://www.google.com/analytics/terms/us.html>.) According to Google Analytics terms of service, Google will not associate the IP address data with any other data held by Google.

You may refuse the use of Google Analytics cookies by downloading and installing Google Analytics Opt-out Browser Add-on. <https://tools.google.com/dlpage/gaoptout?hl=en>

- (b) **YouTube (Google) Cookies-** Google uses Cookies for many purposes, for example to remember your safe search preferences, to make the ads you see more relevant to you, to count how many visitors we receive to a page, to help you sign up for our services, to protect your data or to remember your ad settings. Please read Google Privacy Policy and Terms of Use for more information at: <https://policies.google.com/technologies/cookies?hl=en>
- (c) **WordPress-** We also use WordPress Cookies. Please read WordPress Privacy Policy and Terms of Use for more information at <https://wordpress.org/plugins/easy-cookies-policy/> and at: <https://wordpress.org/plugins/cookie-notice/>

What can you do if you don't want cookies on your computer? You can change your internet browser settings by following the instructions provided by your browser provider to stop accepting cookies or notify you before receiving a cookie from the site you're visiting if you do not accept cookies. However, you may not be able to

use all parts of the site or any functionality of the relevant services.

MINORS

Use of our Site is not permitted to users under the age of sixteen (16) and by using our services you declare that you are over the age of sixteen (16). We do not knowingly collect personally identifiable information from users under the age of sixteen (16). If a parent or guardian becomes aware that their child has provided us with personal information without their consent, they should contact us at info@inspiremd.com . If we become aware that a user under the age of sixteen (16) has provided us with personal information, this information will be deleted from our database.

CHANGE OF THE PRIVACY AND COOKIE POLICY

We reserve the right, in our sole discretion, to change this Privacy and Cookie Policy at any time. This change will take effect ten (10) days after the release of a revised Privacy and Cookie Policy at <http://www.inspiremd.com/en/> and your continued use of the Site after a period of 10 days shall constitute acceptance of such changes. In such cases, we will also update the "Last modified date" stated above. Please check the webpage above regularly for each change.

CONTACT US

You can send us a 'contact us' (or similar) request by filling out and submitting an online form that InspireMD provides on the Site or by sending an email to the following address: info@inspiremd.com . You are required to provide us with certain Personal Information, such as your name and your email address in order for us to contact you.

