

## Privacy Policy – abra

Last update: 1/10/24

### Introduction

This privacy policy specifies information collection procedures by **Neway Technologies Inc.** (operating under the name **abra US**) together with its subsidiaries (hereinafter: “**the Company**“, “**We**“, “**Us**“) when using the Company’s website: <https://www.abra-us.com/>, including linked subdomains (hereinafter: “the **Website**“, and “the **services**“, respectively). The purpose of this privacy policy is to explain to you the information collected and the uses that the company makes of the information. Before using the website, please make sure that you have read the Privacy Policy Terms, as well as [the terms of use of the site](#).

- When you provide us with information, this is done voluntarily and not due to a legal obligation, but if you choose not to provide us with information, it may prevent us from being able to provide you with services. Correct, reliable and accurate information must be given and/or updated, only in your name and for yourself. The information provided is expected to be stored in whole or in part in the databases of the Company and/or its subsidiaries, respectively, with it or with someone on its behalf, including through cloud services, in the United States or in Israel and/or abroad, sometimes in countries that provide a lesser level of protection for personal information than the one implemented in Israel. The use of the information will be in accordance with the purposes of the databases of the Company and its subsidiaries, subject to the law, and the terms of this Privacy Policy.
- By actually using the website, you confirm that you have read, understood and that you agree and accept the terms of this Privacy Policy (as it will be determined from time to time) in full. If you do not agree to the terms of the Privacy Policy, you must avoid or stop any use of the website immediately.
- This Privacy Policy was drafted in the masculine language for convenience, but is addressed equally to all genders.

### 2. What kinds of Information May We Collect About You?

o Making Contact – in order to receive information or additional details about the Company and/or the services offered by it to its customers, beyond the information found on the website, a user can contact the Company according to the contact details that appear in the “**Contact**” tab that appears on the website. In order to create a reference through the website, the user may be required to provide several identifying details about him (such as full name, email address, phone, reference subject), and it is also possible to attach files or combine free text.

- Information About Your Activity on the Website – including, IP address, location, activity times on the website, pages you visited and information about the device through which the website was used.
- Applying for a Job – in order to apply for any job advertised on the Company’s website, under the “**Career**” tab, a user can send a resume along with a number of identifying details about him (such as name, email address, telephone and other identifying details if and as often as required), via email to the Company’s recruitment department.

### 3. Cookies

o The website uses software that accumulates information, by using cookies and the like – such as pixels, tags, sdk’s (hereinafter together referred to by the generic name “**Cookies**” (for the purpose of its regular and proper operation, in order to secure the data therein and the information provided, including to collect data statistics about the use of the website, in order to make decisions regarding the services and/or your activity, to prevent fraud and scams, to improve the browsing experience, all for statistical, research, marketing and commercial purposes, and for information security purposes.

o Cookies, in general, are tools that monitor your activity on the website and automatically collect information such as IP address, time and duration of website visit, operating system version, browser type, geographic location, device type, pages viewed, website clicks, etc. Some cookies will expire when you close the browser, and others are saved on the memory of your device or computer.

- We may use third-party cookies – for example, Google cookies such as those embedded using Google Analytics, which help us adjust the browsing or usage experience for you, and derive statistical insights regarding all uses of the services. For more information about cookies and how Google uses the data generated from Google Analytics on the website or in the application, it is recommended to review Google’s policy at: [com/intl/en/policies/privacy](https://www.google.com/intl/en/policies/privacy). For the full list of cookies, you can refer to our Cookies’ Policy at the bottom of the page.
- You can stop the collection of information through cookies (with the exception of information collected for information security purposes or information essential for website operation) by changing your browser settings. If you block or delete cookies, some services may not be accessible to you, and/or your experience of using the website and/or services may be limited.

### 4. How do we use Information?

- The collected information will be used by us for the following main purposes:
- For the purpose of establishing contact.

- For the purpose of improving the experience of using the site.
- For the purpose of managing, controlling and improving our services.
- For answering questions, sending updates, information and messages.
- For handling complaints, providing customer service, including conducting surveys.
- For the purpose of processing requests for information review and its correction.
- For the purpose of making decisions regarding you or others, including in matters of fraud prevention, fraud detection and/or other illegal activity.
- For information security.
- For the purpose of enriching the content of our website using cookies and automatic information collection on the website.
- For the purpose of maintaining procedures and policies that apply to us.
- For the purpose of protecting our legal rights and those of others, including defending against lawsuits.
- For the purpose of sending advertisements and marketing mailings, after receiving your consent, via e-mail, phone call, SMS message, social networks and the like.

o The Company will be entitled to use the information of a candidate for a chosen position for the purpose of checking your suitability for the position (whether the position is in the Company and/or with the subsidiaries and/or with the Company's customers) and the recruitment procedures, including for the purpose of sending applications by direct mail (including sending job offers from time to time through various media such as email or SMS), as well as to establish and maintain contact with you through various media.

#### 5. Transfer of Information to Third Parties:

o We may transfer information about you to third parties, in Israel or abroad (including in countries that provide a lower level of protection compared to Israeli law), and this for the purpose of providing the services, and realizing the purposes permitted to us by law, according to this Privacy Policy, or according to your permission.

- Affiliated Companies – We may share the information about you with the company's subsidiaries and affiliates, in Israel or abroad, for the purposes of use detailed in this Privacy Policy and in accordance with the law, for the provision of services, including our and the affiliates' risk management.

- o External Service Providers – we may share information about you with external service providers who assist us in managing our business activities and providing services such as information technology (IT) system providers, support and storage service providers (including through cloud computing); collection service providers, insurance consultants, customer service management providers and other outsourcing services.

- o Competent Authorities, Judicial Orders and/or Legal Proceedings – We may share the information according to an obligation or by an order of a legal authority, in accordance with the instructions of a competent authority or a judicial order and also due to a dispute, claim, law suit, demand and/or legal proceedings that will be conducted between you and/or someone acting on your behalf and the Company and/or someone acting on its behalf and/or in the event that the Company believes that the delivery of the information is necessary in order to prevent serious damage to the property and/or the body of third parties and/or other users, and/or one of its employees, and/or one of its customers, or in order to prevent injury or damage to others at the Company's discretion.

- o Merger and Acquisition Transactions – Subject to the provisions of the law, the Company may transfer information collected about you to a third party as part of the transfer or conversion of its business (all or part of it) and/or reorganization, merger, joint ventures and other transactions in connection with its business (including as part of negotiations for transactions of this type ), subject to the obligation of the recipient of the information to use the information in accordance with the limitations that apply to the Company.

O For your information, when we share your information with a third party with your consent and/or at your request and/or in order to provide you with services that you requested, and subject to the terms of this Privacy Policy, the said information will be subject to the procedures and privacy policy of the third party and we are not responsible for any use that may be made by those third parties.

- o We may transfer anonymous, aggregated or statistical information that does not identify you personally, including to advertisers, for any purpose, including to improve, enrich or change the services and content offered by the Company and by third parties.

#### 6. Information Security:

- o We take appropriate information security measures for the information in our possession, in accordance with the provisions of the law that apply to us. We use, among other things, encryption mechanisms and other protections to maintain confidentiality, privacy and prevent unauthorized access to information, and review these mechanisms from time to time. However, there are risks inherent in the transmission of information over the Internet or other methods of electronic storage, and we cannot guarantee that unauthorized access or use will absolutely not occur.

We will not be responsible for damage caused due to such unauthorized access or use, as long as we use acceptable information security procedures and measures.

o Note that you are responsible for the use of the details that identify you personally. For example: do not provide identification information to another (e.g. by e-mail) in order to protect against online fraud (“**Phishing**”), make sure that the contact information you have provided to us (including phone number and e-mail address) is correct, use measures against viruses, intrusion into computers, etc. on your end equipment from which you surf the site, take care of software updates, downloads from official websites, encryption, avoiding the use of public computers or public WIFI networks, not sharing sensitive information on social networks. If you are concerned that information about you has reached an unauthorized third party, please contact us using the contact details at the end of this policy, immediately.

- The Company may, at any time, block your access to the site temporarily or permanently, in cases where there is concern that you have violated the privacy policy and/or for considerations related to information security, in addition to any other remedy that may be available to it by law.

#### 7. Duration of Information Retention

We will keep information about you for the period of time necessary to implement the purposes detailed in this Privacy Policy, unless a longer period is required or permitted by law. Information we need to manage our business will continue to be kept by us according to law.

What we need to run our business will continue to be kept by us according to law.

#### 8. Requests for Review and/or Correction of information:

o You may review the information about you and/or request its correction and/or deletion, if you found that it is not correct, complete, or updated, and subject to the provisions of any law, by sending a request to the email address: [contactus@abra-it.com](mailto:contactus@abra-it.com).

- For your attention, as specified in this Privacy Policy, and for the purpose of providing the services, we may share information about you with third parties. You are aware and hereby confirm that, should you ask us to update or delete information about you, we will not be able to update or delete information that was transferred to third parties for the purpose of providing the services and which is held by those third parties in accordance with their terms and policies.

#### 9. Changes of the Privacy Policy:

We may update or change the Privacy Policy from time to time, as needed and subject to our discretion and without obligation to provide a notice. If changes and/or updates are made as mentioned, they will take effect immediately upon presentation

of the updated Privacy Policy on the website. The date of the last change will be reflected under the heading “Last Updated Date” at the top of the document.

#### 10. Contact:

For any question regarding information about you and/or the terms of this Privacy Policy, you can contact us at the email address: [info@abra-us.com](mailto:info@abra-us.com)

### abra Cookie Chart

#### Essential Cookies

Name	Expiry	Purpose
<u><a href="#">CookieLawInfoConsent</a></u>	<u><i>At the end of 1 year</i></u>	Records the default button state of the corresponding category & the status of CCPA. It works only in coordination with the primary cookie.
<u><a href="#">cookielawinfo-checkbox-necessary</a></u>	<u><i>At the end of 1 year</i></u>	Set by the GDPR Cookie Consent plugin, this cookie is used to record the user consent for the cookies in the “Necessary” category .
<u><a href="#">cookielawinfo-checkbox-functional</a></u>	<u><i>At the end of 1 year</i></u>	The cookie is set by the GDPR Cookie Consent plugin to record the user consent for the cookies in the category “Functional”.
<u><a href="#">cookielawinfo-checkbox-performance</a></u>	<u><i>At the end of 1 year</i></u>	Set by the GDPR Cookie Consent plugin, this cookie is used to store the user consent for cookies in the category “Performance”.
<u><a href="#">cookielawinfo-checkbox-analytics</a></u>	<u><i>At the end of 1 year</i></u>	Set by the GDPR Cookie Consent plugin, this cookie is used to record the user consent for the cookies in the “Analytics” category .
<u><a href="#">cookielawinfo-checkbox-advertisement</a></u>	<u><i>At the end of 1 year</i></u>	Set by the GDPR Cookie Consent plugin, this cookie is used to record the user consent for the cookies in the “Advertisement” category .

<u>cookieLawinfo-checkbox-others</u>	<i>At the end of 1 year</i>	Set by the GDPR Cookie Consent plugin, this cookie is used to store the user consent for cookies in the category "Others".
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### Functional Cookies

Name	Expiry	Purpose
<u>UserMatchHistory</u>	<i>At the end of 1 month</i>	LinkedIn sets this cookie for LinkedIn Ads ID syncing.
<u>lang</u>	<i>At the end of the session</i>	LinkedIn sets this cookie to remember a user's language setting.
<u>bcookie</u>	<i>At the end of 2 years</i>	LinkedIn sets this cookie from LinkedIn share buttons and ad tags to recognize browser ID.
<u>lidc</u>	<i>At the end of 1 day</i>	LinkedIn sets the lidc cookie to facilitate data center selection.
<u>bscookie</u>	<i>At the end of 2 years</i>	LinkedIn sets this cookie to store performed actions on the website.

### Analytical Cookies

Name	Expiry	Purpose
<u>_gcl_au</u>	<i>At the end of 3 months</i>	Provided by Google Tag Manager to experiment advertisement efficiency of websites using their services.

Name	Expiry	Purpose
<u>_ga FG228MPP8</u> <u>S</u>	<i>At the end of 2 years</i>	This cookie is installed by Google Analytics.
<u>_ga</u>	<i>At the end of 2 years</i>	The <u>_ga</u> cookie, installed by Google Analytics, calculates visitor, session and campaign data and also keeps track of site usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognize unique visitors.
<u>_gid</u>	<i>At the end of 1 day</i>	Installed by Google Analytics, <u>_gid</u> cookie stores information on how visitors use a website, while also creating an analytics report of the website's performance. Some of the data that are collected include the number of visitors, their source, and the pages they visit anonymously.
<u>_gat UA-197493222-1</u>	<i>At the end of 1 minute</i>	A variation of the <u>_gat</u> cookie set by Google Analytics and Google Tag Manager to allow website owners to track visitor behaviour and measure site performance. The pattern element in the name contains the unique identity number of the account or website it relates to.
<u>_hjFirstSeen</u>	<i>At the end of 30 minutes</i>	Hotjar sets this cookie to identify a new user's first session. It stores a true/false value, indicating whether it was the first time Hotjar saw this user.
<u>_hjIncludedInSessionSample</u>	<i>At the end of 2 minutes</i>	Hotjar sets this cookie to know whether a user is included in the data sampling defined by the site's daily session limit.



<b>Name</b>	<b>Expiry</b>	<b>Purpose</b>
<u>_hjIncludedInPageviewSample</u>	<i>At the end of 2 minutes</i>	Hotjar sets this cookie to know whether a user is included in the data sampling defined by the site's pageview limit.
<u>_hjAbsoluteSessionInProgress</u>	<i>At the end of 30 minutes</i>	Hotjar sets this cookie to detect the first pageview session of a user. This is a True/False flag set by the cookie.
<u>_hjTLDTest</u>	<i>At the end of the session</i>	To determine the most generic cookie path that has to be used instead of the page hostname, Hotjar sets the <u>_hjTLDTest</u> cookie to store different URL substring alternatives until it fails.
<u>CONSENT</u>	<i>At the end of 2 years</i>	YouTube sets this cookie via embedded youtube-videos and registers anonymous statistical data.

### Advertisement Cookies

<b>Name</b>	<b>Expiry</b>	<b>Purpose</b>
<u>test cookie</u>	<u><i>At the end of 15 minutes</i></u>	<u>The test cookie is set by doubleclick.net and is used to determine if the user's browser supports cookies.</u>
IDE	<u><i>At the end of 1 year 24 days</i></u>	<u>Google DoubleClick IDE cookies are used to store information about how the user uses the website to present them with relevant ads and according to the user profile.</u>
<u>_fbp</u>	<u><i>At the end of 3 months</i></u>	<u>This cookie is set by Facebook to display advertisements when either on Facebook or on a digital platform</u>

		<u>powered by Facebook advertising, after visiting the website.</u>
<u>fr</u>	<u>At the end of 3 months</u>	<u>Facebook sets this cookie to show relevant advertisements to users by tracking user behaviour across the web, on sites that have Facebook pixel or Facebook social plugin.</u>
<u>YSC</u>	<u>At the end of session</u>	<u>YSC cookie is set by Youtube and is used to track the views of embedded videos on Youtube pages.</u>
<u>VISITOR_INFO1_LIVE</u>	<u>At the end of 5 months 27 days</u>	<u>A cookie set by YouTube to measure bandwidth that determines whether the user gets the new or old player interface.</u>
<u>yt-remote-device-id</u>	<u>never</u>	<u>YouTube sets this cookie to store the video preferences of the user using embedded YouTube video.</u>
<u>yt-remote-connected-devices</u>	<u>never</u>	<u>YouTube sets this cookie to store the video preferences of the user using embedded YouTube video.</u>

## Other Cookies

<b>Name</b>	<b>Expiry</b>	<b>Content</b>	<b>Purpose</b>
<u>outbrain_cid_fetch</u>	<u>At the end of 5 minutes</u>	-	<u>to analyze the use of our website. Google's privacy policy is available at: <a href="https://policies.google.com/privacy">https://policies.google.com/privacy</a></u>
<u>AnalyticsSyncHistory</u>	<u>At the end of 1 month</u>	-	<u>No description</u>

Name	Expiry	Content	Purpose
li_gc	<u>At the end of 2 years</u>	-	<u>No description</u>
_hjSessionUser_2855711	<u>At the end of 1 year</u>	-	<u>No description</u>
_hjSession_2855711	<u>At the end of 30 minutes</u>	-	<u>No description</u>
cookietest	<u>At the end of session</u>	-	<u>No description</u>

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