

Modelyo Privacy Policy

Last Revised: January 5th, 2026

Welcome to Modelyo.com (the “**Website**”), a website of Modelyo Technologies Ltd. (“**Modelyo**”, “**Company**”, “**our**”, “**we**” or “**us**”). This Privacy Policy (the “**Privacy Policy**”) is intended to describe our practices regarding the information we may collect from you (“**You**” or “**User**”) when you use our Website, the manners in which we may use such information, and the choices and rights available to you.

1. YOUR CONSENT

BY ACCESSING THE WEBSITE, YOU AGREE TO THE TERMS AND CONDITIONS SET FORTH IN THIS PRIVACY POLICY, INCLUDING TO THE COLLECTION AND PROCESSING OF YOUR PERSONAL INFORMATION (AS DEFINED BELOW) IN THE EVENT YOU DECIDE TO PROVIDE US WITH SUCH. IF YOU DISAGREE TO ANY TERM PROVIDED HEREIN, YOU MAY NOT ACCESS OR USE THE WEBSITE.

Please note: you are not obligated by law to provide us with any Personal Information. You hereby acknowledge and agree that you are providing us with Personal Information at your own free will. You hereby agree that we may collect and use such Personal Information pursuant to this Privacy Policy and any applicable laws and regulations.

TO THE EXTENT THAT YOU PROVIDE US WITH ANY PERSONAL INFORMATION RELATED TO ANY THIRD PARTY OR ANY OTHER PERSON OR ENTITY WHICH IS NOT YOU, INCLUDING INFORMATION RELATED TO ANY OF YOUR PERSONNEL, COLLEAGUES OR CUSTOMERS, YOU ARE SOLELY RESPONSIBLE TO RECEIVE AND HEREBY REPRESENT THAT YOU HAVE AND UNDERTAKE THAT YOU SHALL HAVE AT ALL TIMES, MAINTAINED AND RECEIVED, THE CONSENT, AUTHORITY, PERMISSION AND APPROVAL OF SUCH PERSONS AND PROVIDED THEM WITH SUFFICIENT DISCLOSURES, TO ALLOW US TO ACCESS, STORE, COLLECT, ANALYZE AND PROCESS SUCH PERSONAL INFORMATION AS DETAILED HEREIN.

2. SCOPE AND APPLICABILITY

This Privacy Policy applies only to the information we collect in connection with your use of the Website. This Privacy Policy does not apply to the information we may receive or process in connection with your access or use of the Modelyo’s products (“**Modelyo Products**”) made available by Modelyo or otherwise when you receive services from us, such as support services with respect to such use or access of the Modelyo Products, which are separately governed by a specific agreement entered by you or by the organization on behalf of which you engage with us and with Modelyo.

3. WHAT INFORMATION DO WE COLLECT FROM OUR USERS?

- **Non-personal Information:** Non-personal Information is, un-identified and non-identifiable information pertaining to Users, which may be made available to us, or collected automatically via their use of the Website. Such Non-personal Information does not enable us to identify the person from whom it was collected, and mainly consists of technical and aggregated usage information which is not linked to an identifiable individual, such as the operation system and browser, browser version, duration of usage of the Website, User's 'click-stream' activity, keyboard language, etc.
- **Personal Information:** Personal Information is information that pertains or relates to a specific individual, where such individual is identified or may be identified with reasonable efforts or together with additional information, we have access to. Personal Information does not include information that has been anonymized or aggregated; provided that such information can no longer be used to identify a specific natural person. Personal Information that is collected by us may include the following types of information: IP address, device identifier, and personal details provided in connection with filling out of registration forms available on the Website, including name, e-mail address, phone number and your company or organization’s name. in addition, Personal Information we may collect also includes Candidates Information (as defined below).

We do not collect any Personal Information from you or related to you without your approval, which is obtained, *inter alia*, through your active acceptance of this Privacy Policy.

More specifically we collect and use the following categories and types of Personal Information in the following respective circumstances:

A. Personal Information you provide us actively and voluntarily when you use or interact with our Website:

This category refers to any information, data or content you actively and voluntarily create or provide through the Website including contact information such as full name, email address, company and any other information you actively input through our Website's online forms and text fields and in your correspondence with us through various channels of communication, including when you register for an account with us or when you update your account details.

B. Personal Information we automatically obtain when you use or interact with our Website:

This category refers to any information we obtain through the Website and which is derived, learned, or detected as a result of your access to and/or interaction with the Website, such as:

- Technical information with respect to the devices and software you use to access our Website such as operating system, browser type and version, type of end-user device, device ID, etc.
- Usability information with respect to your use of the Website and your engagement, such as clickstream, event and log data, page visits, and different segmentation we apply when we consider your engagement with our Website.
- Impression and attribution information which mainly includes information concerning your navigations from and to our Website, such as http referrals, IP address, advertiser ID.

We perform such automatic collection through: (i) use of cookies, web beacons, and similar technologies; and (ii) unique identifiers you provided us with, such as email, ID number, full name or other unique identifiers that generally only identify a computer, device, browser or application.

Keep in mind - Most mobile devices, operating systems and browsers, allow their user to control or disable the use of certain collectible information including location services, by any application, in the device's settings menu.

C. Personal information collected from other sources:

We may collect personal information concerning you, from third parties who have assured us that they have obtained your consent for such provision of information.

For avoidance of doubt, any Non-Personal Information connected or linked to any Personal Information shall be deemed as Personal Information as long as such connection or linkage exists.

We do not collect any Personal Information from you or related to you without your approval, which is obtained, *through various means*, including through your acceptance of this Privacy Policy.

4. WHY DO WE COLLECT INFORMATION ON OUR USERS?

We may use information that we collect and receive about you for the following purposes:

- To provide and operate our Website and related services.
- To allow Users to access certain components of our Website or related services.
- To allow users who are Candidates to apply for work with us.
- To be able to contact Users who requested such contact to be made, for the purpose of providing them with further information on Modelyo and its services or to respond otherwise to such contact request or other voluntary submission of data by User.

- To prevent, detect, mitigate, and investigate fraud, security breaches or other potentially prohibited or illegal activities, whether suspected or actual.
- To market our services to Users or potential Users, and to be able to track and evaluate our marketing activities and their results and attribute different marketing achievements to the respective marketing efforts.
- To display or send to you marketing and advertising material including general and personalized content.
- To be able to deliver and enhance the Website, provide the Users with technical assistance and support.
- To send you updates, notices, notifications, announcements, and additional information related to the Website and related services.
- To act upon and comply with requests you may make pursuant to this Privacy Policy and the privacy laws that apply to you.
- To perform functions or services as otherwise described to you at the time of collection of the relevant information;
- To create cumulative statistical data and other cumulative information and/or other conclusive information that is non-personal, in which we and/or our business partners might make use of in order to operate and improve our Website and provide related services.
- To comply with any applicable rule or regulation and/or response or defend against legal proceedings versus us or our affiliates.

5. **LAWFUL GROUNDS FOR COLLECTING INFORMATION ON OUR USERS**

We collect and process your information for the purposes described in this 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;
- **Providing the requested services:** we collect Personal Information to provide our users with the Website and the access to the services available through our Website.
- **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 things like detecting, preventing, or otherwise addressing fraud, abuse, security, usability, functionality or technical issues with our services, 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.

6. **WHERE DO WE STORE USER'S PERSONAL INFORMATION?**

Information regarding the Users will be maintained, processed and stored by us and our authorized affiliates and service providers in the United States and in Israel, and as necessary, in secured cloud storage, provided by our third-party service provider.

While the data protection laws in the above jurisdictions may be different than the laws of your residence or location, please know that we, our affiliates and our service providers that store or process your Personal Information on our behalf are each committed to keep it protected and secured, pursuant to this Privacy Policy and industry standards, regardless of any lesser legal requirements that may apply in their jurisdiction.

You hereby accept the place of storage and the transfer of information as described above.

7. **WHO DO WE SHARE USER INFORMATION WITH AND WHY?**

We keep the information processed by us in strict confidence and we may only share information with third parties (or otherwise allow them access to it) in very limited circumstances and for very specific purposes, as described below:

- A. **Internally** – We may share information with our family of companies, as well as our employees, for the purposes described in this Privacy Policy and in accordance with Section 5 above. In addition, should Modelyo or any of its affiliates undergo any change in control, including by means of merger, acquisition or purchase of substantially all of its assets, your information may be shared with the parties involved in such event under strict security conditions, for the purpose of evaluating such event and in accordance with the terms of this Privacy Policy. If we believe that such change in control might materially affect your Personal Information then stored with us, we will notify you of this event and the choices you may have, either through a prominent notice on our Website or by contacting you directly through contact details you have provided us.
- B. **Protecting Rights and Safety** – We may share your information to enforce this Privacy Policy and/or any other agreement between Modelyo and you, including investigation of potential violations thereof; to detect, prevent, or otherwise address fraud, security or technical issues; or otherwise, if we believe in good faith that this will help protect the rights, property or personal safety of any of our users, or any member of the general public.
- C. **Third Parties & Business Partners** – We partner with certain third parties to provide selected services that are used to facilitate and enhance the Website, your use thereof, or otherwise to facilitate us in our exercise of rights under this Privacy Policy (“**Service Providers**”). Such Service Providers may have access to, or process on our behalf personal information which we collect, hold, use, analyse, process and/or manage. These Service Providers include among others, hosting, database and server co-location services (e.g. AWS), data analytics services (e.g. Google) and our business, legal and financial advisors. We remain responsible for any personal information processing done by Service Provider on our behalf, except for events outside of our and/or their reasonable control, and except with respect to Service Providers with whom you are contractually engaged, either through a prior separate contractual engagement and/or through acceptance of their privacy policy and terms of use if such are referenced under section 9 below.
- D. **Law Enforcement** – We may cooperate with government and law enforcement officials to enforce and comply with the law. We may therefore disclose any information to government or law enforcement officials as we believe necessary or appropriate to respond to claims and legal process (including but not limited to subpoenas), to protect our or a third party’s property and legal rights, to protect the safety of the public or any person, or to prevent or stop any activity we may consider to be, or to pose a risk of being, illegal, unethical, inappropriate or legally actionable.

Specifically, each of our Service Providers which store or process your Personal Information either: (i) assured us that they provide adequate safeguards to protect your rights to privacy including where applicable, by undertaking to comply with the EU Standard Contractual Clauses; (ii) where applicable, hold and process such information on our behalf in jurisdictions which have been determined to ensure an adequate level protection by the EU Commission; (iii) perform such processing pursuant to your consent and acceptance of their privacy policy as further detailed in this Privacy Policy.

For avoidance of doubt, we may share anonymized/de-identified information with any other third party, at our sole discretion.

8. YOUR RIGHTS

If the law applicable to you grants you such rights, you may provide us with certain requests with respect to your Personal Information that is stored in our systems. You may also ask for our confirmation as to whether or not we process your Personal Information. In some jurisdictions, you may request to exercise rights concerning your Personal Information as follows:

- **Right of access.** You may have a right to know what information we hold about you and, in some cases, to have the information communicated to you. We reserve the right to ask for reasonable evidence to verify your identity before we provide you with any information.

- **Right to correct Personal Information.** We endeavour to keep the information that we hold about you accurate and up to date. Should you realize that any of the information that we hold about you is incorrect, please let us know and we will use our best efforts to correct it as soon as we can.
- **Data deletion.** In some circumstances and under certain laws and regulations, you may have a right to request that some portions of the Personal Information that we hold about you be deleted or otherwise anonymized/de-identified.
- **Data portability.** In some circumstances and under certain laws and regulations, you may have the right to request that data which you have provided to us is provided to you, so you can transfer or port it elsewhere.

If you wish to exercise any of these rights, contact us at: support@modelyo.com. When handling these requests, we may ask for additional information to confirm your identity and your request. Please note, upon request to delete your Personal Information, we may retain such data in whole or in part to comply with any applicable rule or regulation and/or response or defend against legal proceedings versus us or our affiliates

To find out whether these rights apply to you and on any other privacy related matter, you can contact your local data protection authority if you have concerns regarding your rights under local law.

9. USING COOKIES AND OTHER TRACKING TECHNOLOGIES

When you access or use the Website, we may use industry-wide monitoring and tracking technologies such as "cookies" or "pixel tags" (or similar technologies), which store certain information on your computer ("Local Storage"), and which will allow us to enable automatic activation of certain features and make your service experience much more convenient and effortless. The Local Storage is created per session and may be deleted by you, or you may configure your browser to not accept any such local storage items.

For example, these technologies enable us to: (i) provide you with the Website, (ii) keep track of our users' preferences and authenticated sessions, (iii) secure our website by detecting abnormal behaviors, (iv) identify technical issues and improve the overall performance of the Website, and (v) deliver targeted advertisements that are more tailored to their audience and track ad performance (For more information about this practice, click here: <http://www.aboutads.info/choices/>).

The cookies we use can be classified in one of the following categories:

Strictly Necessary cookies	We use these cookies to enable you to use our Website features, such as enabling movement between pages and remembering information you enter on forms. Without these necessary cookies, our Website will not perform as it should.
Security cookies	We use these cookies to help identity and prevent security risks.
Performance and Analytics cookies	We use these cookies to collect information about your use of our Website and to help improve the way the it works.
Functionality and Preference cookies	We use these cookies to remember the choices you make such as which language you prefer and to provide you with personalized features.

We use the following third-party Cookies:

Cookie Name	Purpose / Functionality	Policies & Links	Cookie Category
Google	Data analytics	https://policies.google.com/privacy?hl=en&gl=uk	Performance and Analytics cookies

Learn more about your choices and how to opt-out of tracking technologies:

Please note though that if you do block or restrict tracking technologies on your device, you will still be able to use the Website, but various features and functionality of the Website may be impaired. Certain web browsers may transmit “Do Not Track” signals to websites with which the browser communicates. However, due to differences in how web browsers interpret this feature and send those signals, and lack of standardization, we do not change our practices in response to such “Do Not Track” signals. However, most browsers allow you to control cookies, including whether or not to accept them and how to remove them. You may set most browsers to notify you if you receive a cookie, or to block or remove cookies altogether. In order to delete or block any tracking technologies, please refer to the “Help” area on your internet browser for further instructions, or you may also opt out of third party tracking technologies by following the instructions provided by each third party service provider in its privacy policy listed above or visiting www.youronlinechoices.eu or www.aboutads.info/choices. Please note however that deleting any of our tracking technologies or disabling future tracking technologies may prevent you from accessing certain areas or features of our Services, or may otherwise adversely affect your user experience.

10. DIRECT MARKETING

You hereby agree that we may use your contact details provided during the filling of a registration form on the Website or otherwise provided to us, for the purpose of informing you regarding our products and services which may interest you, and to send to you other marketing material. You may withdraw your consent via sending us written notice by email to the following address: support@modelyo.com

Please note that the Company may also contact you with important information regarding our Website. For example, we may notify you (through any of the means available to us) of changes or updates to our Website, payment issues, service maintenance, etc. You will not be able to opt-out of receive such service messages.

11. MINORS

To use our website, you must be over the age of eighteen (18). Therefore, we do not knowingly collect Personal Information from minors under the age of eighteen (18) and do not wish to do so. We reserve the right to request proof of age at any stage so that we can verify that minors under the age of eighteen (18) are not using the Website.

12. INFORMATION SECURITY

We take great care in implementing and maintaining the security of the Website and of your Personal Information. We have implemented administrative, technical and physical safeguards to help prevent unauthorized access, use or disclosure of your Personal Information. Your information is stored on secure servers and isn’t publicly available. We limit access of your information only to those employees, third party service providers or partners on a “need to know” basis, and strictly in order to enable us to perform the agreement between you and us.

Despite these measures, we cannot provide absolute information security or eliminate all risks associated with Personal Information, and security breaches may happen. If there are any questions about security, please contact us at support@modelyo.com.

13. DATA RETENTION

We will retain your Personal Information only for as long as necessary to achieve the purposes for collection and processing set forth above. Retention periods will be determined taking into account the type of information that is collected and the purpose for which it is collected, bearing in mind the requirements applicable to the situation and the need to destroy outdated, unused information at the earliest reasonable time. If you withdraw your consent to our processing of your Personal Information, we will delete your Personal Information from our systems (except to the extent retaining such data in whole or in part is necessary to comply with any applicable rule or regulation and/or to respond to or defend against legal proceedings brought against us or our affiliates).

14. JOB CANDIDATES

We welcome all qualified candidates (“**Candidates**”) to apply to any of the open positions posted at Modelyo.com, or that we otherwise publish on Facebook or LinkedIn, by sending us information which may include your full name, email address, phone number, curriculum vitae, and other information such as Candidates may elect to share with us over the course of their candidacy (“**Candidates Information**”). Since privacy and discretion are very important to our Candidates, we are committed to keep Candidates’ Information private and use it solely for our internal recruitment purposes (including for identifying Candidates, evaluating their applications, making hiring and employment decisions, and contacting Candidates by phone or in writing).

Please note that the Company may retain Candidates Information submitted to it even after the applied position has been filled or closed. This is done so we could re-consider Candidates for other positions and opportunities at the Company; so we could use their Candidates Information as reference for future applications submitted by them; and in case the Candidate is hired, for additional employment and business purposes related to their work.

If you previously submitted your Candidates Information to the Company, and now wish to access it, update it or have it deleted from our systems, please contact us at support@modelyo.com.

15. UPDATES TO THIS PRIVACY POLICY

We reserve the right to change this policy at any time, so please re-visit this page frequently. We will notify you regarding substantial changes of this Privacy Policy by changing the link to the Privacy Policy on the Website and/or by sending you an e-mail regarding such changes to the e-mail address that you provided during registration. Such substantial changes will take effect seven (7) days after such notice was provided on our Website or sent by email. Otherwise, all other changes to this Privacy Policy are effective as of the stated “Last Revised” date and your continued use of the Website after the Last Revised date will constitute acceptance of, and agreement to be bound by, those changes.

16. GENERAL INFORMATION

This Privacy Policy, its interpretation, and any claims and disputes related hereto, shall be governed by the laws of the State of Israel, without respect to its criminal law principles. Any and all such claims and disputes shall be brought in, and you hereby consent to them being litigated in and decided exclusively by a court of competent jurisdiction located in Tel Aviv, Israel.

This Privacy Policy was written in English, and may be translated into other languages for your convenience. If a translated (non-English) version of this Privacy Policy conflicts in any way with the English version, the provisions of the English version shall prevail.

17. HAVE ANY QUESTIONS?

If you have any questions (or comments) concerning this Privacy Policy, you are welcome to send us an email at: support@modelyo.com and we will make an effort to reply within a reasonable timeframe.