

## ITURAN GLOBAL PRIVACY POLICY

This website <https://www.ituran.com/ituranglobal> (“**The Website**”) is made available to you by Ituran Location and Control Ltd., hereinafter referred to as “**Ituran**”, “**we**” or “**us**”. This Privacy Policy will help you understand what personal data we collect, store, use and process about you (“**Personal data**”), in connection with the use of the Website and the services we offer while using it (“**The Services**”). We also wish to inform you about your rights under applicable data protection laws with respect to the handling of your Personal Data by us.

Consent to Terms – By using the Website you expressly consent to the terms of this Privacy Policy and the [Terms of Use](#) (of which this Privacy Policy is an integral part, and which is binding on all users of our Website). This Privacy Policy constitutes a binding and enforceable legal contract between Ituran and you. Read this Privacy Policy carefully before you access or use the Website. If you do not agree to all or some of the terms hereof, we kindly request that you immediately leave the Website. Before using The Website, we recommend reading this Privacy Policy.

### What is Personal Data?

For the purposes of this Privacy Policy, Personal Data means any information provided by you and about you, while interacting with us, for example whilst filling your name, email, etc. The data collected about you may identify you personally, either directly or indirectly, by using online identifiers – such as user-id, IP location data, etc.

### Personal Data We Collect and Process

Whenever you navigate our Website, data about you may be collected and processed through the session cookies (for more information regarding cookies see below); while submitting a request on the Website, etc. We may process the Personal Data you provide as follows:

#### “Contact Us”

You can contact us by using the “Contact Us” functionality on our Website. To contact us you are required to provide the following information:

- Your full name.
- Your e-mail address.
- Your inquiry.
- Your Company.
- Your Country.

Any additional information can be provided voluntarily by you (for example, when you add your detailed comment or question).

We may use your information to respond to your inquiry, and we may also use it for statistical purposes under our legitimate interest as a data controller, to improve and adjust our services, website, and products.

### Fleet Management

By Logging in our Website, you will enter our Fleet Management platform, which is subject to a [specific privacy policy](#).

## Newsletter

By providing us your email address you may subscribe to our newsletter. We shall then process your personal data for marketing purposes, based on your request and consent. You can unsubscribe any time by clicking 'unsubscribe' or following instructions within our e-mails, when available, or by contacting us through the 'Contact Us' function.

## Cookies and Technical Data

We may also collect certain information that does not by itself identify a specific individual, such as technical data collected from your browser, for the improvement of our Services, under our legitimate interests. Such information includes browser type, Internet Service Provider (ISP) details, network status and another type of device activity.

Based on your consent, we may use online identifiers and similar services (e.g., Google Analytics, cookies, tags, etc.) to help us deliver a better and more personalized service to you by enabling us to gauge usage patterns, customize our Services according to your individual preferences, speed up your searches and for advertising & marketing purposes. For more details regarding our use of these tools, you can go to our [Cookies Policy](#).

## Sharing Personal Data

Your Personal Data might be shared as follows:

- We use a limited number of service providers, who act as our processors, to assist us in making our website and Services available to you. For example, we may share data with third parties who provide services to us, such as storage services. These third parties may access, process, or store personal data in the course of providing their services as requested by Us to provide and maintain the Services and the Website.
- If necessary, for legal and/or regulatory purposes.
- In the event of a breach or suspected breach of contract by you or on your behalf, including our Terms and Conditions, our Privacy Policies, and for any related legal implications.
- If it would mitigate our liability in an actual or potential lawsuit or when necessary or appropriate to protect our rights or property or the rights or property of any person or entity.
- In the event of bankruptcy or a comparable event or where Ituran has transferred and / or assigned a third party its activities and / or rights and obligations to you, in the event of a change in control of the Ituran, including by way of merger, acquisition, or acquisition of all or part of its assets, provided that such third parties accept the provisions set out in this Privacy Policy.

## Transfer of Personal Data to a third country

When you use our Website we may transfer, store, and otherwise process information about you on servers or databases located outside of your country of residence, including outside of the EU or Israel, which could have different data protection laws. By using our Website, you acknowledge and agree to this kind of processing. If you do not want Personal Data to be transferred, stored, or otherwise processed as mentioned above – please do not submit any information to us. When we transfer information on EU individuals outside the EEA, we conform to the GDPR regulations.

## Use of Cookies

Our Website uses “cookies” and other similar technologies (such as tags, analytics etc.) in providing our Services to you. Such technologies allow us to collect information about our users, their devices, and their online behavior automatically, which we can then use to enhance your navigation on the Website,

improve our Services, personalize your user experience, for marketing and advertising, and collect statistics about user preferences, behavior, etc. and administer a variety of other analytical tasks.

In general, a “cookie” is a small piece of information that a website assigns to your computer or mobile device while you are viewing it. Cookies could be very helpful and can be used for a variety of purposes, such as allowing you to navigate between pages efficiently, enabling automatic activation of certain features, remembering your preferences, and making the interaction between you and the Services offered on our Website quicker and easier. Cookies are also used to help ensure that the advertisements you see, if any, are relevant to you and your interests.

You can find more information about cookies at [www.allaboutcookies.org](http://www.allaboutcookies.org). You may remove our cookies by following the instructions of your device preferences; however, if you choose to disable cookies, some features of our Website and/or services we may offer may not operate properly and your online experience may be limited.

From time to time, our Website may use third-party cookies served by our advertising partners (such as Google’s analytics tool). Such cookies may be used to serve you personalized advertisements, measure such advertisements’ effectiveness, or otherwise personalize the content provided to you through the Website. **We shall use essential cookies based on our legitimate interests. We shall only use Cookies for marketing purposes if you provide us with specific consent.**

You can find more information about the cookies we use and the purposes for which we use them in the table below:

Type of Cookie	Name of Cookie	Information categories which are collected	Purpose of using the Cookie	Duration of Cookie
Strictly Necessary Cookies	OptanonConsent	GDPR Compliancy	This cookie is set by the cookie compliance solution from OneTrust. It stores information about the categories of cookies the site uses and whether visitors have given or withdrawn consent for the use of each category. This enables site owners to prevent cookies in each category from being set in the users browser, when consent is not given. The cookie has a normal lifespan of one year, so that returning visitors to the site will have	1 year

			their preferences remembered. It contains no information that can identify the site visitor.	
Strictly Necessary Cookies	OptanonAlertBoxClosed	GDPR Compliancy	This cookie is set by websites using certain versions of the cookie law compliance solution from OneTrust. It is set after visitors have seen a cookie information notice and in some cases only when they actively close the notice down. It enables the website not to show the message more than once to a user. The cookie has a one year lifespan and contains no personal information.	1 year
Functional Cookies	GCLB	-	CDN Load Balancer settings. It expires when browser ends.	Session
Functional Cookies	IWEBSRV	-	Ituran's IWEB settings. It expires when browser ends.	Session
Functional Cookies	GLOBALSRV	-	Stores the server's configuration settings. It expires when browser ends.	Session
Functional Cookies	UNICRONSRV	-	Stores the server's configuration settings. It expires when browser ends.	Session

Targeting Cookies	_ga	These cookies are used to record who visits and our site and their location.	Tracking user data using Google Analytics	2 years
Targeting Cookies	_gat_gtag_UA_176414925_1	These cookies are used to record who visits and our site and their location.	Tracking user data using Google Analytics	2 years
Targeting Cookies	_gid	These cookies are used to record who visits and our site and their location.	Tracking user data using Google Analytics	2 years
Strictly Necessary Cookies	__cfduid	Used by the content network, Cloudflare, to identify trusted web traffic, this is a infrastructure-related necessary cookie. Expires after 1 year.	Used by the content network, Cloudflare, to identify trusted web traffic, this is a infrastructure-related necessary cookie. Expires after 1 year.	1 year
Strictly Necessary Cookies	rbzid	Reblaze - This cookie is used to maintain an anonymised unique identifier for your session. The session cookie is not persisted on your hard disk.	Reblaze - This cookie is used to maintain an anonymised unique identifier for your session. The session cookie is not persisted on your hard disk.	session
Strictly Necessary Cookies	rbzsessionid	Reblaze - This cookie is used to maintain an anonymised unique identifier for your session. The session cookie is not persisted	Reblaze - This cookie is used to maintain an anonymised unique identifier for your session. The session cookie is not persisted on your hard disk.	session

		on your hard disk.		
Functional Cookies	ituran_newsletter_popup_shown	The cookie flags whether the client has viewed the newsletter popup or not.	To display the newsletter banner for guests and users who haven't seen it yet.	30 days

This table will be updated from time to time, to a reasonable extent. Hence, temporarily, the table may lack a cookie, which has been added to the Website. Nevertheless, any cookie used, shall only be used for the described purposes.

Although we do not have control over these third-party cookies, you are able to disable such cookies through your individual browser settings. Please note that the settings offered by a certain browser or device often only apply to that particular browser or device.

You can find more information about cookies and other online tracking technologies through the following websites:

- <https://www.consumer.ftc.gov/articles/0042-online-tracking>
- [http://ec.europa.eu/ipg/basics/legal/cookies/index\\_en.htm](http://ec.europa.eu/ipg/basics/legal/cookies/index_en.htm)

In addition, you can also find additional information on how we use tracking technologies by reading the cookies section on your browser's settings.

### **What kind of security measures for the compliance with data protection?**

Ituran values and respects the privacy of the website's users and customers. Hence, it uses appropriate and customary means to secure the personal data collected and stored in its systems, as further detailed in our [Security Statement](#).

### **Interaction with Third Party services**

This Privacy Policy does not apply to the practices of companies that we do not own or control. Although through the Website you may be able to connect or interact with Third Party Services (such as LinkedIn or YouTube), we are not responsible for the privacy practices or the contents of these Third-Party services and links. Such Third-Party services may involve collection of Personal Data from you, whether through cookies or otherwise, we encourage you to check the terms of use and privacy policy of those Third Parties prior to interacting with.

### **Your Rights**

As a data subject, you may have certain rights concerning your Personal Data. To exercise these rights, please contact us at [sherut@ituran.com](mailto:sherut@ituran.com), and detail your request (e.g., review, access, modify, or rectify your information, all under the appropriate circumstances and as applicable to you). We will do our best to respond to your request as soon as possible.

### **If you are an EU Individual, you may also –**

Delete Personal Data, restrict the processing of your Personal Data, object to the processing of your Personal Data, or if you would like to receive an electronic copy of your Personal Data for purposes of transmitting it to another company (to the extent this right to data portability is provided to you by applicable law).

Note that when you send us a request to exercise your rights, we will need to reasonably authenticate your identity and the applicability of your request. We need to do it to make sure that you are who you claim to be, therefore we may ask you for further information. If we need to delete your personal data following your request, it may take some time until we completely delete residual copies of your personal data from our active servers and from our backup systems.

Please note that we may need to retain certain information for recordkeeping purposes and/or to complete any transactions that you have begun prior to your request.

After deletion or restriction of processing, you may not be able to access some or all features or Services available on or through the Website. Where the processing of your data is based on our legitimate interest, you will also have the right to object to the processing of your data.

If you are based in the European Union, you have the right to file a claim before the responsible data protection regulatory authority - [https://ec.europa.eu/justice/article-29/structure/data-protection-authorities/index\\_en.htm](https://ec.europa.eu/justice/article-29/structure/data-protection-authorities/index_en.htm)

### **Retention of Personal Data**

We will retain your personal data only for a limited period, as needed to fulfill the purposes of processing as mentioned above. After that time your personal data will be erased. If we process your personal data based on your consent, we will retain your personal data for a limited period needed to fulfill the purposes of processing it.

Where we enter into a contract with you, we will keep your information for the duration of the contractual relationship you have with us, and, to the extent permitted, after the end of that relationship for as long as necessary to perform the purposes set out in this notice, including for legal purposes.

We may process and keep your information for statistical and/or for providing a better service in your future correspondence with us, under our legitimate interests and/or for legal requirements and purposes, as set by under law, regulations, authorities or other.

### **Contact Us**

If you have any questions or queries about our Privacy Policy or your Personal Data that we may have collected, contact us by e-mail at the following address:

[sherut@ituran.com](mailto:sherut@ituran.com)

### **Modifications to the Privacy Policy**

We reserve the right, at our discretion, to revise or update this Privacy Policy at any time, provided that any such changes will always take into consideration your rights under applicable law. Any modifications to this Privacy Policy will be effective upon our posting of the new terms and/or upon implementation of the new changes on the Website (or as otherwise indicated at the time of posting), except that express notifications will be sent to you when this is required under applicable law. Your continued use of the Services after the amendments to this Privacy Policy have entered effect will constitute your acceptance thereof. Make sure to review our Privacy Policy periodically.

Last updated: July 19, 2021