

Hextagon Website & Platform Privacy Policy

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In order to ensure transparency and give you more control over your personal information, this privacy policy (“**Privacy Policy**”) explains and governs how we, Hextagon Ltd. (“**Hextagon**”, “**we**”, “**our**” or “**us**”) collect, use, and store information that we collect or receive from or about you (“**you**”) in connection with and when you visit our <https://www.hextagon.co/> (the “**Website**”) and when you interact with our platform and solution (the “**Platform**”).

At Hextagon, we value and respect your privacy. Please read this Privacy Policy carefully, so you can understand our practices in relation to personal information. With respect to Israeli privacy protection law, the provision of your personal information is voluntarily, and its provision is subject to your consent and free will.

Important note: Nothing in this Privacy Policy is intended to limit in any way your statutory rights, including your rights to a remedy or other means of enforcement.

1. What Personal Information We Collect

(i) We collect personal information that you voluntarily provide us when engaging with our Website, such as when you request a demo, complete a form, or interact with available resources and when you register and interact with our Platform. This includes:

- a. Personal information provided through the Website: Full name, email address, company name, and phone number, as well as any other personal information that you decide to provide us with.
- b. Personal information provided through the Platform. When you use the SaaS solution, we collect personal information that you voluntarily provide, including your full name, email address, password, messages metadata, account activity, as well as any other personal information that you decide to provide us with. We also collect the contact and billing information of our customers.
- c. Malicious IP Data: In order to provide the Platform, we collect from customer or third-parties attacker’s data, source and destination IP addresses, payload, URLs, threat intelligence, indicators of compromise, attack patterns and other related-metadata (“**Malicious IP Data**”). Malicious IP Data may be considered personal information in certain circumstances.
- d. Personal information automatically collected: We automatically collect certain information through your use of the Website, such as locally stored JSON Web Tokens (JWTs) on your browser’s local storage to authenticate users cookie, pixels, tracking technologies and similar identifiers (“**Technologies**”), your Internet protocol (IP) address, and other device identifiers that are automatically assigned to your device, browser type and language, geo-location information, hardware type, operating system, internet service provider and other personal information about actions taken through the use of the Website.
- e. Personal information from Other Sources. We also may obtain personal information about you from other sources, including publicly – or commercially – available information, and through third-party data platforms, partners and service providers.
- f. Personal information you provide to us in person. For example, when you visit one of our exhibition booths or attend one of our events and you provide us with your contact details.
- g. Personal information we collect from online interactions. For example, if you attend a webinar, contact us via social media or otherwise interact with our business, including as a representative of a current / prospective customer, supplier or partner, we track and make a record of those interactions, which may contain your contact details, such as full name, email address, messages and any other personal information that you decide to provide us with.

(ii) How We Use the Personal Information

- a. To provide, operate, maintain and improve our Website and the Platform.

- b. To respond to inquiries, requests, and demo registrations and to customize your experience.
 - c. To understand and analyze how you use our Website and the Platform.
 - d. For internal quality control purposes and to generally administer the Website and the Platform.
 - e. To provide you with the Platform. We will use the personal information, including, without limitation, for the following purposes: (i) allow you to create an account; (ii) to provide you the Platform and to process your requests; (iii) communicate with you about your use of the Platform and for support purposes; (iv) fulfill any instruction and/or request made by you in the context of the Platform; (v) send you push notifications and/or emails and notifications regarding your account or certain features of the Platform, including, updates pertaining to your subscription, and related to the Platform we provide you with; (vi) to personalize your experience with our Platform; (vii) to allow you to create more users and administrate your users; and (viii) to generally administer and improve the Platform.
 - f. To create insights, patterns, segments, buckets with information and databases with Malicious IP Data in order to help our customers to prevent and detect attackers and security intrusions.
 - g. To market our Website and Platform, send updates about our Platform if you have opted in. Such use includes: (i) notifying you about offers and services that may be of interest to you; (ii) developing and marketing new products and services, and to measure interest in Hextagon's services; (iii) other purposes disclosed at the time you provide information; and (iv) as you otherwise consent. To detect, take steps to prevent and prosecute fraud or other illegal activity; to identify and repair errors; to conduct audits; and for security purposes. Personal information may also be used to comply with applicable laws, with investigations performed by the relevant authorities, law enforcement purposes, and/or to exercise or defend legal claims.
 - h. In certain cases, we may or will anonymize, aggregate and/or de-identify part or all of your personal information (including Customer Information, as defined below). This data may be used for both internal and external purposes, such as analyzing, enhancing, testing, training and improving our Platform (including through the use of artificial intelligence) and for research purposes.
 - i. We use Technologies to automatically collect information through the Website, which in certain cases could be considered personal information. We use Technologies that are essentially small data files placed on your device that allow us to record certain pieces of information whenever you visit or interact with the Website. If you would like to opt out of the cookies and similar technologies we employ on the Website, you may do so by blocking, deleting, or disabling them as your browser or device permits, or by opting out.
- (iii) **The lawful bases we rely on for processing personal information are (if and when applicable):**
- a. You have given consent to the processing of your personal information;
 - b. Processing is necessary for the performance of a contract to which you are a party or in order to take steps at your request prior to entering into a contract;
 - c. processing is necessary for compliance with a legal obligation to which the Hextagon is subject; and/or
 - d. Processing is necessary for the purposes of legitimate interest.
- (iv) Hextagon uses different automated technologies to process data from third party sources to help us detect fraud, malware and illegal activities. To the extent Hextagon is considered a controller and such practices are deemed to be subject to the GDPR, please note that we do not provide a specific notification to data subjects because we believe that an exception of Article 14 of the GDPR would apply. In particular, providing information to a potential suspect or fraudster would seriously frustrate the security purposes. For the same reason, we cannot obtain the consent of the person in question and legitimate interest is the most appropriate legal basis (Recital 47 of the GDPR). However, we have included this paragraph in our privacy policy to inform, in a generic manner, that these practices happen.

2. Customer Information

- 2.1. For the avoidance of doubt, Hextagon is processing Customer Information (as defined below) on behalf of the applicable customer. Therefore, the customer is the party responsible for the security,

integrity and authorized usage of Customer Information in the context of the Platform. The customer is the sole responsible to ensure that the use of the Platform is permitted under the applicable laws and jurisdictions.

- 2.2. Hextagon has a contractual relationship with its customers. In the context of Hextagon's Platform, the customer will allow Hextagon to access and process personal information (“**Customer Information**”). For the avoidance of doubt, Customer Information may include information imported or accessed via third-party integrations (e.g., Microsoft 365/email systems) and shall not include Malicious IP Data. Customer Information is not regulated by this Privacy Policy, and this paragraph is provided only for transparency purposes, since Hextagon is a data processor/service provider of the Customer Information. If you have any questions related to the Customer Information, please contact the customer directly.

3. How We Share Your Personal Information

- 3.1. We may share your personal information as follows, if applicable:
 - 3.1.1. The personal information Hextagon gathers may be shared with our partners and other third parties.
 - 3.1.2. We use third party service providers to process your personal information for the purposes outlined above, including, without limitation:
 - 3.1.2.1. With cloud service providers for hosting purposes;
 - 3.1.2.2. With websites, web content creation platforms and website hosting and infrastructure service providers, in order to help us manage our Website and support the operation and maintenance of the Website, including integration with the consent management platform that enables you to manage your cookie and tracking preferences;
 - 3.1.2.3. With email providers, marketing, CRM, other similar tool providers;
 - 3.1.2.4. With artificial intelligence tools and features; and
 - 3.1.2.5. With analytic companies, in order to help us understand and analyze information we collect in accordance with this policy.
 - 3.1.3. To the extent necessary, with regulators, courts, banks or competent authorities, to comply with applicable laws, regulations and rules (including, without limitation, federal, state or local laws), and requests of law enforcement, regulatory and other governmental agencies or if required to do so by court order, as well as for internal compliance procedures and to protect the safety, security, and integrity of Hextagon, and our Platform. We may use or disclose the personal information we collect in order to ensure that our users are complying with all applicable aspects of our policies.
 - 3.1.4. We may disclose personal information with our lawyers, accountants, auditors and other professional advisors where necessary to obtain legal or other advice or otherwise protect and manage our business interests;
 - 3.1.5. We may use or disclose personal information to investigate, prevent, or take action regarding illegal activities, suspected fraud, cybersecurity threats, situations involving potential threats to the physical safety of any person, violations of this policy, or as otherwise required or allowed by law and regulations;
 - 3.1.6. If, in the future, we sell or transfer, or we consider selling or transferring, some or all of our business, shares or assets to a third party, we will disclose your personal information to such third party (whether actual or potential) in connection with the foregoing events (including, without limitation, our current or potential investors). In the event that we are acquired by, or merged with, a third party entity, or in the event of bankruptcy or a comparable event, we reserve the right to transfer, disclose or assign your personal information in connection with the foregoing events.
 - 3.1.7. Where you have otherwise provided your consent to us for sharing or transferring your personal information.
 - 3.1.8. If you need further information, contact us to info@hextagon.co.

4. Your Rights and Choices

- 4.1. Depending on your location, you may have certain rights regarding your personal information:
- 4.1.1. Access your personal information held by us, along with details on how it is processed, subject to certain conditions,
 - 4.1.2. Correct, demand rectification or request deletion of your personal data. We will promptly correct any information found to be incorrect.
 - 4.1.3. Unsubscribe from our communications at any time.
 - 4.1.4. Withdraw consent to the processing, where consent is the basis of processing.
 - 4.1.5. You have the right to object to unlawful data processing under certain conditions.
 - 4.1.6. You have the right to the erasure of past personal information about you (your “right to be forgotten”) under certain conditions.
 - 4.1.7. You have the right to demand that we restrict the processing of your personal information, under certain conditions, if you believe we have exceeded the legitimate basis for processing, the processing is no longer necessary, or if you believe your personal information is inaccurate.
 - 4.1.8. You have the right to data portability of personal information concerning you that you provided us in a structured, commonly used, and machine-readable format, subject to certain conditions.
 - 4.1.9. The personal information we collect is not used for automated decision-making and profiling, except for automated processes in the context of marketing. You can opt out of direct marketing by contacting us via the email address below directly.
- 4.2. To exercise these rights or for questions, email us at info@hextagon.co. To protect your privacy, we may take steps to verify your identity before fulfilling your request. Subject to legal and other permissible considerations, we will make every reasonable effort to honor your request promptly in accordance with applicable law or inform you if we require further information in order to fulfil your request. When processing your request, we may ask you for additional information to confirm or verify your identity and for security purposes, before processing and/or honoring your request. We reserve the right to charge a fee where permitted by law, for instance if your request is manifestly unfounded or excessive. In the event that your request would adversely affect the rights and freedoms of others (for example, would impact the duty of confidentiality we owe to others) or if we are legally entitled to deal with your request in a different way than initially requested, we will address your request to the maximum extent possible, all in accordance with applicable law.

5 How We Retain and Protect Your Personal Information

- 5.1 We implement and maintain industry-standard technical, organizational and security measures designed to protect your personal information. However, please note that we cannot guarantee that the personal information will not be compromised as a result of unauthorized penetration of our servers. As the security of information depends in part on the security of the computer, device or network you use to communicate with us and the security you use to protect your information, please make sure to take appropriate measures to protect this information.
- 5.2 Your personal information will be stored as long as necessary to fulfill the purposes outlined in this Privacy Policy and as required by law, until we proactively delete it from our records, or until you send a valid deletion request. When data is no longer needed, we securely delete or anonymize it. Please note that in some circumstances we store your personal information for longer periods of time, for example (i) where we are required to do so in accordance with legal, regulatory, tax or accounting requirements, or (ii) for us to have an accurate record of your dealings with us in the event of any complaints or challenges, and/or (iii) if we reasonably believe there is a prospect of litigation relating to your personal information or dealings.

- 6 **International Transfers of Personal Information.** In order to run our business and operate our Website and Platform, we may transfer personal information to certain countries, including to our affiliates and service providers, some of whom may be located outside of your jurisdiction. Therefore, your personal information may be processed in countries with privacy laws that are

different from privacy laws in your country. Whenever personal information is transferred internationally, we ensure it is protected by using Standard Contractual Clauses or other lawful mechanisms:

- i. making sure the destination country has been deemed by the European Commission to provide an adequate level of protection for personal information; and/or
- ii. by executing data onward transfer instruments such as data processing and protection agreements.

7 **Use By Children.** We do not offer our products or Platform for use by children and, therefore, we do not knowingly collect personal information from, and/or about children under the age of 18. If you are under the age of 18, do not provide any information to us without the involvement of a parent or a guardian. In the event that we become aware that you provided personal information in violation of applicable privacy laws, we reserve the right to delete it. If you believe that we might have any such information, please contact us at info@hextagon.co.

8 **Analytic Tools/Cookies**

8.1 **Google Analytics.** The Website uses a tool called “**Google Analytics**” to collect information about use of the Website. Google Analytics collects information such as how often users visit this Website, what pages they visit when they do so, and what other websites they used prior to coming to this Website. We use the information we get from Google Analytics to maintain and improve the Website and our products. We do not combine the information collected through the use of Google Analytics with information we collect. Google’s ability to use and share information collected by Google Analytics about your visits to this Website is restricted by the Google Analytics Terms of Service, available at marketingplatform.google.com/about/analytics/terms/us/, and the Google Privacy Policy, available at <http://www.google.com/policies/privacy/>. You may learn more about how Google collects and processes data specifically in connection with Google Analytics at <http://www.google.com/policies/privacy/partners/>. You may prevent your data from being used by Google Analytics by downloading and installing the Google Analytics Opt-out Browser Add-on, available at <https://tools.google.com/dlpage/gaoptout/>.

8.2 The Platform uses JSON Web Tokens (JWTs) to authenticate users and manage secure access to the Platform and its features. JWTs are used solely for security and authentication purposes, such as verifying user identity and maintaining active sessions.

8.3 We reserve the right to remove or add new analytic tools, cookies, pixels and other tracking **technologies**.

9 **Changes to This Privacy Policy.** We may update this Privacy Policy occasionally. Any changes will be posted on this page with an updated date.

10 **Contact Us.** If you have any questions about this Privacy Policy, please contact us at info@hextagon.co