

YKM Privacy Policy – Your Privacy Rights

This Privacy Policy describes how YKM Ltd. (“YKM”) collects, uses, shares, and retains personally identifiable information you provide. This Privacy Policy does not cover the practices of our licensees or business partners (such as vendors, sponsors, or advertisers), nor does it apply to personally identifiable information that we collect from or about our employees, consultants, contractors, vendors, licensees, sponsors, or advertisers.

Modifications to this Policy

From time to time, YKM may need to update or modify this Privacy Policy, including to address new issues or to reflect changes on our web sites, including our main site located at www.YKM.co.il (“Sites”). To the extent required by law, YKM will notify you of material changes to this Privacy Policy, including by posting the most recent version of the Privacy Policy and information about the changes from the previous version on YKM web sites.

International Visitors

YKM International is located in Israel. If you are providing personally identifiable information and are not a resident of Israel, your country’s laws governing data collection and use may differ from those in Israel, in particular, Israel may not provide the same level of protections as those in your own country. By providing information to YKM, you are transferring your personal data to the Israel, and you consent to the transfer to, retention of and processing of your data in the Israel.

Collection of Personally Identifiable Information

YKM collects and maintains a variety of personally identifiable information, including email addresses, phone numbers, business and home addresses. YKM collects information directly from you through, for example, online registration forms. Information is collected and maintained from customers, purchasers of YKM products and services, current and past web site users, survey respondents, and others.

YKM may also maintain information about you that you do not directly provide, whether it is information received from third parties, such as business partners, or information YKM collects about your activities.

Passive Online Data Collection

YKM also collects certain information passively, such as collecting online, non-identifying information through the use of cookies technology and/or Internet Protocol (“IP”) address tracking. Non-personal identification information might include the browser used by you, the type of computer, the operating systems, the Internet service providers, and other similar information. The YKM system also automatically gathers information about the areas you visit on the Site and about the links you may select from within the Site to other sites. Most browsers are set to accept cookies. You can set yours to refuse cookies, or to alert you when cookies are being sent.

On the YKM Sites, there may be certain third-party advertisers whose advertisements contain cookies that collect data from you. Some of those cookies may contain tracking mechanisms that observe your behavior across multiple Sites. YKM does not control the use of cookies by advertisers or third parties displaying data on the Sites or on the sites you visit using links from the Sites.

Use, Sharing and Retention of Personally Identifiable Information

YKM uses personally identifiable information for the purposes described at the time of collection or as otherwise described to you, to process your requests, and to report to others about whether you are certified or not. YKM also publishes the names, titles, country and business affiliations of officers, committee members and others who have assisted with initiatives or projects. YKM also uses your information, as permitted by law, to provide you with information about YKM, our products and services or other products and services in which we believe you may be interested, or for other legitimate YKM business purposes, including order processing. We may also use your personally identifiable information to tailor your experience at our sites, to compile and display content and information that we think you might be interested in, and to provide you with content according to such preferences.

YKM may share personally identifiable information with third parties for legitimate business purposes, including for the following reasons or in the following circumstances:

- To vendors or third-parties who deliver or provide goods and services or otherwise act on behalf of or at the direction of YKM, which third parties include third parties who may provide services on web sites that are accessible from links on one of our Sites, and credit card companies processing payment;
- To investigate potentially fraudulent or questionable activities;

- In anticipation of and in the course of an actual or potential sale, reorganization, consolidation, merger, or amalgamation of all or part of our business or operations; and
- When we believe it is necessary to cooperate with law enforcement or in response to a government request, including if specifically requested or required, as otherwise permitted by law, and for other valid YKM business purposes.

YKM also may use your profile information on an aggregate basis – without personal identifiers – to provide third parties with information, such as to help us develop new features and content for the Sites.

YKM retains personally identifiable information for as long as necessary for its legitimate business purposes, and as otherwise permitted by applicable law.

Security

YKM uses reasonable measures to safeguard sensitive personally identifiable information, which measures are appropriate to the type of information maintained, and follows applicable laws regarding safeguarding any such information under our control. In addition, in some areas of our Sites, YKM may use Secure Socket Layer (“SSL”) or Transport Layer Security (“TLS”) encryption technology to enhance data privacy and help prevent loss, misuse, or alteration of the information under YKM control.

YKM cannot guarantee, however, that your information will remain secure. The Internet by its nature is a public forum, and YKM encourages you to use caution when disclosing information online. Often, you are in the best situation to protect yourself online. You are responsible for protecting your username and password from third party access, and for selecting passwords that are secure.

Your Privacy Rights Relating to Certain Information Disclosures

If you have an established business relationship with us you may request from us a list of the categories of personal information we have disclosed to third parties for those third parties’ marketing purposes, and a list of all third parties to whom we have shared that information. We will include in that list the names and addresses of the third parties who received the information and used it (or who we believe may have used it) for their own marketing purposes.

To exercise your rights, you may make one request each year by emailing us at privacy@YKM.co.il . Responses to requests sent to this email address or the mailing address listed below will be provided within 30 days.

How to Contact YKM and Modify Your Information or Preferences

Questions regarding this Privacy Policy should be directed to YKM's Customer Support by email at privacy@YKM.co.il. If you would like to modify the types of marketing email messages you receive from YKM, you may do so by following the instructions within the body of any email message that you receive from us.

To help us keep your personal information up to date, or to request access to the personal information YKM maintains about you, you may contact us at privacy@YKM.co.il. Or, if you are a registered user of one of our Sites, you may go online to your personal profile and update your information in that area.

Children

YKM does not believe its Sites are appealing to children, nor are they directed to children under 13. YKM does not knowingly collect personally identifiable data from persons under the age of 13, and strives to comply with the provisions of COPPA (The Children's Online Privacy Protection Act). If you are a parent of a child under 13, and you believe that your child has provided us with information about him or herself, please contact us at privacy@YKM.co.il.