## InspireMD Privacy and Cookie Policy

***Last modified date: June 2023***

This Privacy and Cookie Policy ("**Privacy and Cookie Policy**") describes our, InspireMD Inc. ("**InspireMD**", "**we**", "**our**" or "**us**"), information practices in connection with the access and use of our Website <http://www.inspiremd.com/en> ("**Site**") (together with its subdomains, features, and services available thereon, the "**Service**").

InspireMD, Inc., a Delaware corporation. InspireMD Ltd. Is an Israeli company, with an address at:

## Menorat Hamaor 4, Tel Aviv, Israel.

Capitalized terms which are not defined herein, shall have the meaning ascribed to them in our Terms of Use available at <http://www.inspiremd.com/en/> which this Privacy Policy is incorporated thereto by reference.

Please read this Privacy Policy carefully, so you can understand our practices and your rights in relation to personal data. “Personal Data” or “Personal Information” means any information that can be used, alone or together with other data, to uniquely identify any living human being and any information deemed as Personally Identifiable Information by privacy laws. Important note: Nothing in this Privacy Policy is intended to limit in any way your statutory right, including your rights to a remedy or means of enforcement.

**If you do not agree to this Privacy and Cookie Policy, do not access or otherwise use the Site.**

# Collection of Information and Consent

The Site is a promotional site only and **does not include** a personal area. However, if you wish to contact us, you have the option to fill out a contact form that includes your name, e-mail address, a phone number, and your comment, which requires us to contact you and comply with your notice. In addition, you have the option to subscribe to our email distribution list(Investor Alert Signup) that includes your name, e-mail address, a phone number, company name

By filling out this contact form or subscribe to our email distribution list , you know that you are not legally obligated to provide us with any information and you acknowledge that providing us with personal information is done freely.

We collect, process and use your information for the purposes described in this Privacy 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.
* **When performing this agreement**: We collect and process your personal information in order to provide you with the Service, following your acceptance of this Privacy Policy; to maintain and improve our Service; to develop new services and features for our Users; and to personalize the Service in order for you to have a better user experience.
* **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 purposes such as detecting, preventing, or otherwise addressing fraud, abuse, security, usability, functionality or technical issues with our Service, 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.

# Use of your information

We retain this information for business purposes only

# Data retention

 your Personal Data will be stored until we delete the record and we proactively delete it or you send a valid deletion request. Please note that in some circumstances we may store your Personal Data 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, or (iii) if we reasonably believe there is a prospect of litigation relating to your Personal Data or dealings. We have an internal data retention policy to ensure that we do not retain your Personal Data perpetually. Regarding retention of cookies, you can read more in our cookie policy.

If you believe that your rights regarding the GDPR are violated, please contact us at privacy@ inspiremd.com . and you also have the right to file a complaint with the regulatory authority.

Security:

We have implemented appropriate technical, organizational and security measures designed to protect your Personal Data. However, please note that we cannot guarantee that the information will not be compromised as a result of unauthorized penetration to 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 user IDs and passwords, please make sure to take appropriate measures to protect this information.

**SHARING INFORMATION WITH THIRD PARTIES**

InspireMD will not share any Personal Information it collects with any third party, except in the following cases: (a) to provide the Service, at your request and choice; (b) to satisfy any applicable law, regulation, legal process, subpoena or governmental request; (c) to enforce this Privacy Policy and/or the Terms of Use, including investigation of potential violations thereof; (d) to detect, prevent, or otherwise address fraud, security or technical issues; (d) to respond to User's support requests; (e) to respond to claims that any content available on the Service violates the rights of third-parties; (f) to respond to claims that contact information (e.g. name, e-mail address, etc.) of a third-party has been posted or transmitted without their consent or as a form of harassment; (g) to protect the rights, property, or personal safety of InspireMD, any of its Users, or the general public; (h) when InspireMD is undergoing any change in control, including by means of merger, acquisition or purchase of all or substantially all of its assets; (i) to collect, hold use and/or manage your Personal Information through InspireMD authorized third party service providers, as reasonable for business purposes (including for purposes of providing and promoting the Service) (j) to provide advertising and other commercial or sponsored content from InspireMD authorized partners which may be valuable to you or (k) pursuant to your explicit approval prior to the disclosure.

**YOUR PRIVACY RIGHTS**

 The following rights (which may be subject to certain exemptions or derogations) shall apply to certain individuals (some of which only apply to individuals protected by the GDPR):

* You have a right to access Personal Data held about you. Your right of access may normally be exercised free of charge, however we reserve the right to charge an appropriate administrative fee where permitted by applicable law;
* You have the right to request that we rectify any Personal Data we hold that is inaccurate or misleading;
* You have the right to request the erasure/deletion of your Personal Data (e.g. from our records). Please note that there may be circumstances in which we are required to retain your Personal Data, for example for the establishment, exercise or defense of legal claims;
* You have the right to object, to or to request restriction, of the processing;
* You have the right to data portability. This means that you may have the right to receive your Personal Data in a structured, commonly used and machine-readable format, and that you have the right to transmit that data to another controller;
* You have the right to object to profiling;
* You have the right to withdraw your consent at any time. Please note that there may be circumstances in which we are entitled to continue processing your data, in particular if the processing is required to meet our legal and regulatory obligations. Also, please note that the withdrawal of consent shall not affect the lawfulness of processing based on consent before its withdrawal;
* You also have a right to request certain details of the basis on which your Personal Data is transferred outside the European Economic Area, but data transfer agreements and/or other details may need to be partially redacted for reasons of commercial confidentiality;
* You have a right to lodge a complaint with your local data protection supervisory authority (i.e., your place of habitual residence, place or work or place of alleged infringement) at any time or before the relevant institutions in your place of residence. We ask that you please attempt to resolve any issues with us before you contact your local supervisory authority and/or relevant institution.

You can exercise your rights by contacting us at privacy@ inspiremd.com. 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 initial requested, we will address your request to the maximum extent possible, all in accordance with applicable law.

For avoidance of doubt, InspireMD may transfer and disclose to third parties or otherwise use Non-Personal Information at its own discretion.

# Cookie Policy

Like many websites and applications, we use “Cookies” to collect information.

**What is a cookie?** A cookie is a small file sent from a website which is then stored by your web browser. Cookies are widely used for record-keeping purposes in order to make a website work, or work more efficiently, as well as to provide information to the owners of the website

**What types of cookies do we use?**

The types of cookies used by us in connection with the Site can be considered ‘essential website cookies’, ‘functionality cookies’, ‘analytics and performance cookies’, ‘marketing’, ‘unclassified’, and ‘other technologies’. We’ve set out some further information below, and the purposes of the cookies we set in the following table.

Cookies necessary for essential website purposes

These cookies are essential to provide you with services available through this Site and to use some of its features, such as access to secure areas. Without these cookies we will not be able to provide services that you require, such as transactional pages and secure login accounts.

* **Functionality Cookies**

These cookies record information about choices you’ve made and allow us to tailor the website to you. These cookies allow us to provide you with our services in the way in which you have required, as you continue to use or come back to our Site. For example, these cookies allow us to:

Save your location preference if you have set your location on the homepage in order to receive a localized information;

Remember settings you have applied, such as layout, text size, preferences, and colors;

Show you when you are logged in; and

Store accessibility options.

* **Performance / Analytics Cookies**

We use performance/analytics cookies to analyze how the website is accessed, used, or is performing. We do this in order to provide you with a better user experience and to maintain, operate and continually improve the website. For example, these cookies allow us to:

Better understand our website visitors so that we can improve how we present our content;

Test different design ideas for particular pages, such as our homepage;

Collect information about Site visitors such as where they are located and what browsers they are using;

Determine the number of unique users of the website;

Improve the website by measuring any errors that occur; and

Conduct research and diagnostics to improve product offerings.

For example - 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 Personal 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 <https://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/>.

We reserve the right to remove or add new analytic tools.

* **Marketing**

We use marketing cookies to deliver many types of targeted digital marketing. We do this in order to provide you with a better user experience and to maintain, operate and continually improve the website. The cookie store user data and behavior information, which allows advertising services to target audience according to variables. For example, these cookies allow us to:

Observe the site performance and generate retargeting (Site retargeting, search retargeting, etc.).

Maintain and improve the website and our products

**How to control or delete cookies**

You may have the right to decide whether to accept or reject cookies. When you access our Site, you are presented with a cookie consent mechanism that allows you to accept or reject cookies that are not essential cookies.

As another way of controlling cookies, most browsers allow you to change your cookie settings. These settings will typically be found in the “options” or “preferences” menu of your browser. In order to understand these settings and learn how to use them, please consult the “Help” function of your browser, or the documentation published online for your particular browser type and version.

However, please note that if you choose to refuse cookies you may not be able to use the full functionality of our Site.

**Third Party Websites’ Cookies**

When using our website, you may be directed to other websites for such activities as surveys, to make payment in currency other than U.S. dollars, or for job applications. These websites may use their own cookies. We do not have control over the placement of cookies by other websites you visit, even if you are directed to them from our website.

If you use the buttons that allow you to share products and content with your friends via social networks like LinkedIn, Google, Twitter and Facebook, these companies may set a cookie on your computer memory.

**What can you do if you don’t want cookies on your computer**? You can change your internet browser settings by following the instructions provided by your browser provider to stop accepting cookies or notify you before receiving a cookie from the site you're visiting if you do not accept cookies. However, you may not be able to

use all parts of the site or any functionality of the relevant services.

**Need More Information?**

If you have any questions or comments about this cookies policy, or privacy matters generally, please contact us via email at privacy@ inspiremd.com.

# Minors

Use of our Site is not permitted to users under the age of sixteen (16) and by using our services you declare that you are over the age of sixteen (16). We do not knowingly collect personally identifiable information from users under the age of sixteen (16). If a parent or guardian becomes aware that their child has provided us with personal information without their consent, they should contact us at

privacy@inspiremd.com.

 If we become aware that a user under the age of sixteen (16) has provided us with personal information, this information will be deleted from our database.

# Change of the Privacy and Cookie Policy

This Policy can be updated from time to time and, therefore, we ask you to check back periodically for the latest version of this Policy.  If we implement significant changes to the use of your Personal Data in a manner different from that stated at the time of collection, we will notify you by posting a notice on our Website or by other means

# Contact Us

If you have any questions, concerns or complaints regarding our compliance with this policy and the data protection laws, or if you wish to exercise your rights, we encourage you to first contact us at privacy@inspiremd.com