

Our Security & Privacy Commitment

At Isranet.org we know how important it is to protect your personal information. Whether you are shopping with us online or in person we want to make every customer experience safe and secure. In keeping with that goal, we have developed this Security & Privacy Policy to explain our practices for the collection, use, and disclosure of your personal information. By explaining our Security & Privacy Policy to you, we trust that you will better understand how we keep our customer information private and secure while using it to serve you better. Keeping customer information secure is a top priority, and we are disclosing our policies to help you understand how we handle the personal information about you that we collect and disclose. The provisions of this notice will apply to former customers as well as current customers unless we state otherwise. This Policy applies to our Web Sites, and all other channels in which Isranet.org collects and uses your personal information.

All references to “Web Sites”, “Web Site”, “Websites” and/or “Website” in this Security & Privacy Policy mean www.Isranet.org or other Canadian Institute for Jewish Research (CIJR) provided Websites.

The Privacy Policy explains the following:

- Protecting the confidentiality of our customer information.**
- Who is covered by the Security & Privacy Policy.**
- How we gather information.**
- The types of information we share, why, and with whom.**
- What Information does Isranet.org Collect?**
- How is Your Personal Information Used?**
- Your Consent.**
- Information Isranet.org Collects Directly from You.**
- Information Isranet.org Collects Automatically.**
- Does Isranet.org Share Your Information?**
- How does Isranet.org Protect Your Information?**
- How Can You Verify Your Information?**
- Important Reminder about email communications.**
- How to Contact Isranet.org.**

Protecting the Confidentiality of Customer Information:

We take our responsibility to protect the privacy and confidentiality of customer information very seriously. We maintain physical, electronic, and procedural safeguards that comply with federal standards to store and secure information about you from unauthorized access, alteration, and destruction. Our control policies, for example, authorize access to customer information only by individuals who need access to do their work.

From time to time, we enter into agreements with other companies to provide services to us or make products and services available to you. Under these agreements, the companies may receive information about you but they must safeguard this information, and they may not use it for any other purposes.

Who is Covered by the Security & Privacy Policy:

We provide our Security & Privacy Policy to customers when they conduct business with our company. If we change our security & privacy policies to permit us to share additional information we have about you, as described below, or to permit disclosures to additional types of parties, you will be notified in advance. This Security & Privacy Policy applies to consumers who are current customers or former customers.

How We Gather Information:

As part of providing you with information on Israel- and Jewish issues, focused on Middle Eastern foreign policy and international relations, we may obtain information about you from the following sources:

- Applications, forms, and other information that you provide to us, whether in writing, in person, by telephone, electronically, or by any other means. This information may include your name, address, employment information, income, and credit references;
- Your transaction with us, our affiliates, or other. This information may include your account balances, payment history, and account usage;
- Consumer reporting agencies. This information may include account information and information about your credit worthiness;
- Public sources. This information may include real estate records, employment records, telephone numbers, etc.

Information We Share:

We may disclose information we have about you as permitted by law. We may

provide information about you to third-parties without your consent, as permitted by law, such as:

- To regulatory authorities and law enforcement officials.
- To protect against or prevent actual or potential fraud, unauthorized transactions, claims, or other liability.
- To report account activity to credit bureaus.
- To consumer reporting agencies.
- To respond to a subpoena or court order, judicial process, or regulatory authorities.
- In connection with a proposed or actual sale, merger, or transfer of all or a portion of a business or an opening unit, etc.

In addition, we may provide information about you to our service providers to help us process your applications or service your accounts. Our service providers may include billing service providers, mail and telephone service companies, etc.

We may also provide information about you to our service providers to help us perform marketing services. This information provided to these service providers may include the categories of information described above under "How We Gather Information" limited to only that which we deem appropriate for these service providers to carry out their functions.

We do not provide non-public information about you to any company whose products and services are being marketed unless you authorize us to do so. These companies are not allowed to use this information for purposes beyond your specific authorization.

What Information does Isranet.org Collect?

At Isranet.org, we collect two types of information: personal information and non-personal information. The types of information we collect depend on the nature of your interaction with us.

- **Personal information**

Personal information is information that can identify an individual or information about an identifiable individual. We may collect personal information such as: your contact information - e.g., name, email address, postal address and telephone

number;

your personal preferences - e.g., language preferences, product wish lists, and marketing consent; and

your transaction information - e.g., products purchased, method of payment, amount paid, and credit or debit card number.

- **Non-personal information**

Non-personal information does not identify you as an individual. For example: we may ask you for your postal code to assist us with planning our flyer distribution;

we may collect certain non-personal data when you visit our Web Sites, such as the type of browser you are using or the referring URL; or

we may collect and summarize customer information in a non-personal, aggregate format for statistical and research purposes. We may, for example, summarize our data to determine that a certain percentage of contest entrants are male, aged 25 to 30.

You may choose not to provide us with your personal information. However, if you make this choice we may not be able to provide you with the product, service, or information that you requested.

How is Your Personal Information Used?

Isranet.org may use your personal information for a number of different business purposes, for example to:

- **Fulfill your specific requests for products, services or information;**
- **Provide customer support to assist you with your questions or complaints;**
- **Conduct surveys in order to improve our products and services;**
- **Measure and improve the effectiveness of our Websites or our marketing endeavors;**
- **Detect and protect against fraud and error;**
- **Track and analyze your purchases and preferences to better understand your product and service needs and eligibility;**
- **Tailor our online content or offerings based on your preferences;**
- **If you request us, to offer and promote additional products and services we offer;**

and for other purposes as described in this Security & Privacy Policy.

Your Consent

Isranet.org will collect, use, and/or disclose your personal information only with your knowledge and consent, except where required or permitted by law as indicated above in the "Information We Share" section. When you choose to provide us with your personal information you consent to the use of your personal information as identified in this Security & Privacy Policy and as may be further identified at the time of collection.

- **Express Consent**

Sometimes you will be asked to give your express consent, such as by checking a box to indicate your consent to receive marketing communications, or by providing your signature to indicate your acceptance of the use and disclosure terms presented on an application form.

- **Implied Consent**

Other times, we may obtain your consent implicitly when we can reasonably conclude that you've given consent by some action you have taken or an action you have decided not to take. Generally, this occurs where the purpose for use of your personal information would be reasonably apparent to you.

- **Withdrawing Your Consent**

You may notify us at any time that you wish to withdraw or change your consent to our use and disclosure of your information. We will accommodate your request subject to legal and contractual restrictions related to your transactions.

If you have "opted in" or subscribed to one of our newsletters or mailing lists, we will always provide you the opportunity to "opt out" or unsubscribe. For example, each e-newsletter we send to you will include a link or other method to unsubscribe or decline further e-newsletters.

Information Isranet.org Collects Directly from You

Listed here below are some further examples of the ways that The Website collects personal information directly from you and how we use it.

- **Purchase Follow-Up and Surveys**

Following a purchase from our Web Sites we may send you a follow-up letter to thank you for your business, or we may contact you to ensure that you are completely satisfied with the delivery, setup, or installation of your new product. We may use contact information collected in-store, online, or via our call centers to conduct occasional surveys and other customer research. These surveys are entirely voluntary and you may easily decline to participate.

- **Our Web Sites**

Our Web Sites can be browsed anonymously. However, to engage in certain special features or functions of our Web Sites, or to order products and services from our Web Sites, you may be asked to provide certain personal information, such as your name, email address, postal address, telephone number, or credit card information. We use this information to create your account, contact and correspond with you about your order, respond to your inquiries, and monitor functions of our Web Sites that you choose to use, such as online forums.

- **Online Forums and Customer Reviews**

Certain pages of our Web Sites, such as "Community Forum", facilitate interactive discussions between users and Isranet.org staff or agents acting on our behalf regarding products and services available for purchase through the Websites. The Customer Review tool is provided as a rating system that offers you the chance to share your thoughts on a product. These public forums and reviews are accessible to all Web Site visitors so please use discretion when posting information to them and do not post personal information.

- **Participate in a Contest or Promotion**

From time to time, we may run contests or promotions. If you participate, you may be asked for contact information as well as additional optional survey information (for example, product preferences). Personal information from contest entries will be used only to administer the contest and contact you if you win. For research and analysis purposes, we may also summarize contest survey information in a manner that no longer identifies individual participants. All contests and promotions are subject to this Security & Privacy Policy and the rules that will be available with each particular campaign. Some contests are conducted by third parties and will be subject to the third party's policies.

- **Sign-Up for Newsletters or Updates**

Isranet.org also offers a variety of newsletters and promotional communications. Should you choose to enroll we will collect your contact information, such as name and email address. This information will only be used to send you the newsletter and promotional announcements that you have requested. You may "unsubscribe" at any time by using the unsubscribe link included in the footer of the newsletter or by using the unsubscribe link included below under the heading "Unsubscribe". Our subscriber list is never sold or rented to other parties.

- **Tell a Friend**

While visiting our Web Sites you may choose to use the "Tell a Friend" tool which allows you to inform a friend about products and/or articles of interest to you. The information you provide will be used to send a one-time email to your friend, inviting them to Isranet.org. We will not add your friend to a mailing list and will not send them further email unless they choose to receive such communications from us. When using the "Tell a Friend" tool you are contacting your friend directly and as such you acknowledge that you are responsible for this correspondence and not Isranet.org. If you provide us with personal information concerning another individual (e.g., email address), you represent and warrant that you have obtained all necessary consents from that individual to enable us to use that personal information for the identified purpose.

- **Call Centers**

Isranet.org operates customer support call centers to accept and address your questions, concerns, or complaints. When you contact our call centers, we may ask for personal information to help us respond to your inquiry or to verify your identity. For example if you have a question about the status of a recent online order, we will ask for personal information to verify that you are the account holder. We may also monitor or record your telephone discussions with our customer support representatives for training purposes and to ensure service quality.

Information Isranet.org Collects Automatically

In some cases, we automatically collect certain information.

- **Our Web Sites**

When using our Web Site, we may collect the Internet Protocol (IP) address of your computer, the IP address of your Internet Service Provider, the date and time you access our Web Sites, the Internet address of the Web Site from which you linked directly to our Web Site, the operating system you are using, the sections of the Web Site you visit, the Web Site pages read and images viewed, and the content you download from the Web Site. This information is used for Web Site and system administration purposes and to improve the Web Site.

- **Cookies**

The Web Site uses "cookies", a technology that installs a small amount of information on a Web Site user's computer to permit the Web Site to recognize future visits using that computer. Cookies enhance the convenience and use of the Web Site. For example, the information provided through cookies is used to recognize you as a previous user of the Web Site (so you do not have to enter your language preference every time), to offer personalized Web page content and information for your use, to track your activity at the Web Site, to respond to your needs, and to otherwise facilitate your Web Site experience. You may choose to decline cookies if your browser permits, but doing so may affect your use of the Web Sites and your ability to access certain features of the Web Sites or engage in transactions through the Web Site.

- **Web Site Tracking Information**

We may use web beacons or pixel tags to compile tracking information reports regarding Web Site user demographics, Web Site traffic patterns, and Web Site purchases. We may then provide these reports to advertisers and others. None of the tracking information in these reports can be connected to the identities or other personal information of individual users. For our own research purposes we may link tracking information with personal information voluntarily provided by Web Site users. Once such a link is made, all of the linked information is treated as personal information and will be used and disclosed only in accordance with this Security & Privacy Policy.

- **Links to Other Web Sites**

Our Web Site may contain links to other Web sites or Internet resources which are provided solely for your convenience and information. When you click on one of those links you are contacting another web site or Internet resource. Isranet.org has no responsibility or liability for, or control over, those other web sites or Internet resources or their collection, use and disclosure of your personal information. We encourage you to read the privacy policies of those other web sites to learn how they collect and use your personal information.

Does Isranet.org Share Your Information?

Isranet.org does not sell or rent our client's personal information to any other party. However, in the normal course of business we may share some of your personal information within our corporate family and with third parties acting on our behalf or as permitted or required by law.

Some of these operations may result in personal information collected by Isranet.org being stored or processed outside of Canada and, as a result, your personal information may be accessible to law enforcement and regulatory authorities in accordance with the law of these foreign jurisdictions.

- **Service Providers**

Isranet.org may use third parties to manage one of more aspects of our business

operations, including the processing or handing of personal information. When we do use an outside company, we use contractual or other appropriate means to ensure that your personal information is used in a manner that is consistent with this Security & Privacy Policy.

For example, we may share personal information with third parties to perform services on our behalf such as: fulfilling online orders, processing non-cash payments, sending marketing communications, servicing products, conducting research surveys, verifying and validating information that you have provided to us, delivering products, and providing customer support services.

Isranet.org has taken precautions to prevent the fraudulent use of your information on our Web Sites. Isranet.org has adopted industry standard authentication procedures to ensure your protection while shopping with us online. This includes, but is not limited to, contacting financial institutions or credit reporting agencies to ensure the authenticity of your credit card and to validate your credit card billing information.

- **Product Safety Recalls**

In the event we receive notice from a manufacturer of a product safety recall, we may provide your contact information, limited to name, address, and telephone number, to the manufacturer so that they may notify you of the recall and supply details of any replacement or repair programs. This transfer of your contact information will occur only for recalls that may impact your personal safety or impair the functionality of the product and/or equipment you purchased from us.

- **Legal Disclosure**

Isranet.org may disclose your information as permitted or required by law. For example, we may be compelled to release information by a court of law or other person or entity with jurisdiction to compel production of such information. If we have reasonable grounds to believe information could be useful in the investigation

of improper or unlawful activity, we may disclose information to law enforcement agencies or other appropriate investigative bodies.

How does Isranet.org Protect Your Information?

The security of your personal information is a high priority for Isranet.org. We maintain appropriate safeguards and current security standards to protect your personal information, whether recorded on paper or captured electronically, against unauthorized access, disclosure, or misuse. For example, electronic records are stored in secure, limited-access servers; we employ technological tools like firewalls and passwords; and we ensure our employees are trained on the importance of maintaining the security and confidentiality of personal information.

- **SSL Technology**

Our Web Sites use encryption technology, such as Secure Sockets Layer ("SSL"), to protect your personal information during data transport. SSL encrypts ordering information such as your name, address, and credit card number.

- **GeoTrust® Security Certification**

Your information is protected by GeoTrust® website security technology enhancing trust and confidence in the security of your online identity and experience. SSL certificates from GeoTrust® are the ultimate online security and trust solution delivering 256-bit encryption.

The presence of SSL means you can rest assured that communications (e.g. credit card numbers) between your browser and this site's web servers are private and secure when the SSL session is activated.

Although we cannot take responsibility for any theft, misuse, unauthorized disclosure, loss, alteration or destruction of data by a third party, we take reasonable precautions to prevent such unfortunate occurrences.

How Can You Verify Your Information?

You may check your information to verify, update, or correct it, and to have any obsolete information removed. If you created an account on one of our Web Sites, you can access and change your online account profile information yourself. You can also ask to review any of the information that we have retained, how we have used it, and to whom we have disclosed it at any time by contacting us as indicated below under the heading " How to Contact Isranet.org". Subject to certain exceptions prescribed by law, and provided we can authenticate your identity, you will be given reasonable access to your personal information, and will be entitled to challenge the accuracy and completeness of the information and to have it amended as appropriate. You may also ask us to change your preferences regarding how we use or disclose your information, or let us know that you do not wish to receive any further communication from us.

Important Reminder about email communications:

Please remember that email sent over the public Internet is not secure. If you send an email directly to us from your own email account the contents will not be encrypted. We strongly recommend that you do not send sensitive information (like a credit card number) to us via unencrypted email. Isranet.org is not responsible for any transmission by you of any personal information over the public Internet.

How to Contact Isranet.org

Isranet.org is responsible for all personal information under its control. Our Security & Privacy Manager is accountable for Isranet.org' compliance with the principles described here. If you have any questions, concerns or complaints about the privacy practices of our organization please contact us at the following:

Call Us:

Call our Member Support Department: (514) 486-5544

Fax Us:

(514) 486-8284

E-mail Us:
cijr@isranet.org

Write To Us:
Canadian Institute for Jewish Research (CIJR)
Attn.: Security & Privacy Manager
P.O. Box 175, Station H
Montreal, Quebec, H3G 2K7
Canada

We will respond to your request or study your concern as quickly as we can, but no later than 30 (Thirty) days from the date of receipt of your communication.