

Privacy Notice

Effective date: 14 June 2026

THIS PRIVACY NOTICE IS INCORPORATED INTO THE [MASTER SERVICES AGREEMENT](#) AND [ACCEPTABLE USE POLICY](#) – FOR END USERS (COLLECTIVELY, HEREINAFTER THE “TERMS”) AND IT REFERS TO PERSONAL DATA COLLECTED BY BITES LEARNING LTD. A COMPANY REGISTERED IN ISRAEL UNDER COMPANY NUMBER 515519106 FROM ITS USERS (AS SUCH TERM IS DEFINED IN THE TERMS).

Scope of this Privacy Notice

1. This Privacy Notice sets forth our policy and practices with respect to Personal Data that will be processed by Bites as Controllers, in relation to the Personal Data collected and processed as described in Section 4 below, including: (i) your browsing and submission of Personal Data through our Website and landing pages, if applicable, (ii) your access and use of the Platform and Services through our mobile and web applications; and (iii) your use of our Messaging Service (as defined below); all as detailed in Section 4 below. The Controller entity is Bites Learning Ltd. Any information that does not constitute personal data, is out of the scope of this Privacy Notice.

General

2. All terms in capital letters not otherwise defined herein, shall have the meaning ascribed to them in the Terms, as shall be amended from time to time.
3. Whenever you are able to provide information through free-text fields—whether when using the Website, Services, or Platform—you are requested not to use these fields to submit Personal Data. Please ensure that any Personal Data is entered only into the designated fields intended for such information

Personal Data that we collect and Process (“Personal Data”) as Controllers

4. We might collect, receive, use and process Personal Data that:
 - 4.1. You voluntarily provide; While contacting us on our Website, submitting requests to receive content, subscribing to our blog or applying to become our partner, we may ask You to provide us with certain personally identifiable information that can be used to contact or identify You; and/or
 - 4.2. We collect automatically, that is either generated by your use of the Website, Service or Platform or from the Website, Service or Platform infrastructure itself;
 - 4.3. Is received through Tracking Technologies and Cookies We or our Suppliers set on Your device as You navigate through our Service. Tracking technologies are used to improve and analyze Our Service. For more information about the Cookies see ‘Use of Cookies’ below.

The following table describes what Personal Data is being collected through the Website, Platform and Services, in what manner and for what purposes it may be processed:

Instance in which Personal Data is collected	Categories of Personal Data that are processed	Purpose of processing	Legal basis for processing (under GDPR)
When you fill out contact form on the Website	Full name Company email Phone number Any free text that you	To reply to you and address your requests	Consent (Article 6(1)(a))

Instance in which Personal Data is collected	Categories of Personal Data that are processed	Purpose of processing	Legal basis for processing (under GDPR)
	choose to provide, – please avoid using free text to provide personal data about you or others.		
When you are requesting to receive various content on our Website	Email address	To provide you with the requested content	Consent (Article 6(1)(a))
When subscribing to our blog	Full name Email address	Blog subscription	Consent (Article 6(1)(a))
When applying to become our partner	Full name Company Work email address Any free text that you choose to provide, – please avoid using free text to provide personal data about you or others.	Evaluation of potential partners and contacting you	Consent (Article 6(1)(a))
When asking to book a demo	Full name Email address Company name	Scheduling and conducting a demo Upon your agreement to use the Platform – setting up of your account	Consent (Article 6(1)(a))
When leaving your contact details at shows and conventions	Information provided on your visiting card	Following up on meetings and contacting leads as per their request Creation of company's marketing database	Consent (Article 6(1)(a))
Data that you provide passively (by using the Website and Platform, by navigating the screens, clicking on buttons etc.)	Your computer's Internet Protocol address (e.g. IP address), browser type, browser version, the pages of our Website that you visit, the time and date of your visit, the time spent on those pages, unique device identifiers and other diagnostic data Unique access code, software version, mobile device type, Operating	To monitor and ensure the orderly and proper operation of the Platform and Services and to improve, modify and update services and content offered on the Website. To provide you with technical support and resolve issues To monitor and improve our support operations To improve and	

Instance in which Personal Data is collected	Categories of Personal Data that are processed	Purpose of processing	Legal basis for processing (under GDPR)
	System version, Account creation date, End User activity level, Interaction with Platform features, end of program satisfaction survey, Messaging history and any information included in SMS messages	customize Website and/or Platform user experience and the content that is presented. To support our marketing efforts and to allow providing you with customized content. To support development of additional features on the Platform and Services. -	

4.4. In addition to the above uses of your Personal Data, Bites might process your Personal Data for the following purposes:

4.4.1. **Internal-Business Purpose:** We may use your Personal Data for internal business purposes, including without limitation, to help us improve the content and functionality of the Platform and our Services, to better understand our Customers and Users, to protect against, identify or address wrongdoing or fraud, to enforce our Terms and this Privacy Notice, and to generally manage the Platform, our Services and our business. This is based on our legitimate interests, and our contractual obligations set forth in the Terms (GDPR Articles 6(1)(f) and (b) respectively).

4.4.2. **Marketing Purpose:** If, upon subscription to the Platform, the Service or the Messaging Service, you've confirmed your assent to receive promotional and other commercial information by Bites, then Bites shall be entitled to use certain aspects of the Personal Data for promotional purposes, such as to offer You additional products or services. This is based on your consent (GDPR Article 6(1)(a)). You have the right to withdraw your consent to receive marketing materials at any time, by contacting us at info@mybites.io.

4.4.3. **Security and Dispute Resolution:** We may use Personal Data to protect the security of the Platform and Services, to detect and prevent fraud, fishing, identity theft, and data leakage, to confirm the validity of software licenses, to resolve disputes and enforce our agreements. This is based on our legitimate interest, and our contractual obligations as set forth in the Terms, as applicable (GDPR Articles 6(1)(f) and (b) respectively).

4.4.4. We also anonymize and aggregate Personal Data (so that it does not identify you) and use it for purposes including testing our IT systems, research and data analysis as well as to plan our marketing and advertisements.

4.5. **Please note that you have no legal obligation under any applicable law to provide us with any of the above information, and any information that you provide is subject to your will to provide it. However, some of the information we collect is necessary for the facilitation of your use of the Platform and the Services, and if you choose not to provide it, you understand that you will not be able to use the Platform and/or the Services or you will not be able to use those properly.**

Personal Data that we collect and Process as Processors

5. Please note that the following categories of Personal Data are processed by us in our capacity

as a processor. Such processing is not governed by this Privacy Notice and is instead subject exclusively to the Bites [Data Protection Addendum](#). The details below are provided for informational purposes only. If you have any questions regarding this Personal Data – including any EU/GDPR data subject requests - please contact the Controller (i.e. your employer, who has provided you with access to the Platform and the Services). Please also refer to “Your rights in relation to your Personal Data” paragraph below for more information.

Instance in which Personal Data is collected	Categories of Personal Data that are processed
Signing in to our Platform	Depended on the method used by you when signing in to our Platform - Apple ID - Gmail address - Email or phone number associated with your Microsoft account or Skype ID Phone number
Adding information to your account on our Platform	Full name Email address Phone number Profile picture
Data that you provide actively when using the Product and the services	Your interactions withing the Platform (video views, questions answered, comments submitted) Please avoid using comments to provide personal data about you or others.
Messaging service	Mobile phone number
Data that you provide when contacting our support	Email or phone number Location User ID Attached file Any free text that you choose to provide – please avoid using free text or attached files to provide personal data about you or others.
Data that you provide passively (by using the Platform, by navigating the screens, clicking on buttons etc.) non-personally identifiable information (Non-PII)	Your computer’s Internet Protocol address (e.g. IP address), browser type, browser version, the pages of our Website that you visit, the time and date of your visit, the time spent on those pages, unique device identifiers and other diagnostic data Unique access code, software version, mobile device type, Operating System version, Account creation date, End User activity level, Interaction with Platform features, end of program satisfaction survey, Messaging history and any information included in SMS messages

Use of Cookies-

6. We use “Cookies” (whether of Bites or of third parties) to help you personalize your online experience. A Cookie is a text file that is placed on your hard disk by a web page server. Cookies can either be session cookies or persistent cookies. A session cookie expires automatically when you close your browser. A persistent cookie will remain until it expires, or you delete your cookies.
7. Cookies that we may use can generally be categorized as follows. The cookies listed in the

tables below apply to our marketing website (www.mybites.io). Cookies used on the Platform (app.mybites.io) are described separately at the end of this Section 7.

7.1. Necessary cookies: these cookies are necessary to load the Platform or to allow the Users to use certain feature of the Website and/or the Services

Name of cookie	Source of cookie	Link to Cookie provider's privacy policy	Purpose	Expiration (lifetime of cookie)	How to opt out of this cookie	Type (e.g., http, html, pixel)
__cf_bm	Cloudflare, Inc. (set on .mybites.io)	https://www.cloudflare.com/privacypolicy/	Cloudflare bot management — distinguishes human visitors from bots; supports site security	30 minutes	Necessary — required for site security and cannot be opted out without loss of access	http
__cf_bm	Cloudflare, Inc. (set on .hs-scripts.com, .hscollectedforms.net, .hs-analytics.net, .hsadspixel.net, .hs-banner.com, .hsforms.com, .hubapi.com, .hubspot.com)	https://www.cloudflare.com/privacypolicy/	Cloudflare bot management on embedded HubSpot resources	30 minutes	Necessary — same as above	http
__cf_bm	Cloudflare, Inc. (set on .g2crowd.com, .g2.com)	https://www.cloudflare.com/privacypolicy/	Cloudflare bot management on embedded G2 widgets	30 minutes	Necessary — same as above	http
__cf_bm	Cloudflare, Inc. (set on .linkedin.com)	https://www.cloudflare.com/privacypolicy/	Cloudflare bot management on embedded LinkedIn resources	30 minutes	Necessary — same as above	http
pll_language	Polylang (set on mybites.io)	https://polylang.pro/privacy-policy/	Stores selected language preference	1 year	Disable in browser settings (site will default to English)	http

						)	
	intercom-id-*	Intercom Inc. (set on .mybytes.io)	https://www.intercom.com/legal/privacy	Intercom visitor identification for the live-chat feature	~9 months	Decline non-essential cookies via the cookie banner	http
	intercom-session-*	Intercom Inc. (set on .mybytes.io)	https://www.intercom.com/legal/privacy	Intercom session — current chat session tracking	7 days	Decline non-essential cookies via the cookie banner	http
	intercom-device-id-*	Intercom Inc. (set on .mybytes.io)	https://www.intercom.com/legal/privacy	Intercom device identification for live-chat continuity	~9 months	Decline non-essential cookies via the cookie banner	http
	intercom.intercom-state-*	Intercom Inc. (set on mybytes.io)	https://www.intercom.com/legal/privacy	Intercom chat widget UI state	Persistent (local storage)	Clear browser local storage; decline via cookie banner	html
	unifiedScriptVerified	Bites Learning Ltd. (set on mybytes.io)	https://www.mybytes.io/privacy	Internal verification that site scripts loaded correctly	Session	Necessary — cannot be opted out	html

7.2. Analytics Cookies: These cookies track information about how the Platform and the Services are being used so that we can make improvements and report on our performance.

Name of cookie	Source of cookie	Link to Cookie provider's privacy policy	Purpose	Expiration (lifetime of cookie)	How to opt out of this cookie	Type (e.g., http, html, pixel)
_ga	Google LLC (Google Analytics) (set on .mybytes.io)	https://policies.google.com/privacy	Distinguishes unique visitors; calculates visitor, session and campaign data	~13 months	Decline non-essential cookies via the cookie banner;	http

						install Google's GA opt-out browser add-on	
	ga*	Google LLC (Google Analytics 4) (set on .mybytes.io)	https://policies.google.com/privacy	GA4 page-view counter and session tracking	~13 months	Same as _ga	http
	__hstc	HubSpot, Inc. (set on .mybytes.io)	https://legal.hubspot.com/privacy-policy	Primary HubSpot tracking cookie — visitor identification across sessions	6 months	Decline non-essential cookies via the cookie banner	http
	__hssc	HubSpot, Inc. (set on .mybytes.io)	https://legal.hubspot.com/privacy-policy	HubSpot session tracking — page-view count and session start timestamp	30 minutes	Decline non-essential cookies via the cookie banner	http
	__hssrc	HubSpot, Inc. (set on .mybytes.io)	https://legal.hubspot.com/privacy-policy	HubSpot session detection — indicates browser restart	Session	Decline non-essential cookies via the cookie banner	http
	hubspotutk	HubSpot, Inc. (set on .mybytes.io)	https://legal.hubspot.com/privacy-policy	HubSpot visitor token used for form-submission deduplication	6 months	Decline non-essential cookies via the cookie banner	http
	_hp2_id.*	Heap, Inc. (set on .mybytes.io)	https://www.heap.io/privacy	Heap visitor identification	~13 months	Decline non-essential cookies via the cookie banner	http

_hp2_ses_props.*	Heap, Inc. (set on .mybytes.io)	https://www.heap.io/privacy	Heap session properties (timestamp and domain)	30 minutes	Decline non-essential cookies via the cookie banner	http
_lfa_test_cookie_stored	Cognism (Leadfeeder) (set on mybytes.io)	https://www.cognism.com/privacy-policy	Leadfeeder cookie-availability test	Less than 1 minute	Decline non-essential cookies via the cookie banner	http
lastExternalReferrer	Bites Learning Ltd. (set on mybytes.io)	https://www.mybytes.io/privacy	Records external referrer URL for analytics	Persistent (local storage)	Clear browser local storage; decline via cookie banner	html
lastExternalReferrerTime	Bites Learning Ltd. (set on mybytes.io)	https://www.mybytes.io/privacy	Records timestamp of external referrer for analytics	Persistent (local storage)	Clear browser local storage; decline via cookie banner	html

7.3. Preference Cookies: These first party cookies store your Website and Platform preferences.

Name of cookie	Source of cookie	Link to Cookie provider's privacy policy	Purpose	Expiration (lifetime of cookie)	How to opt out of this cookie	Type (e.g., http, html, pixel)
li_gc	LinkedIn Corporation (set on .linkedin.com)	https://www.linkedin.com/legal/privacy-policy	Stores LinkedIn visitor's consent regarding non-essential cookies	6 months	Decline non-essential cookies via the cookie banner	http
lidc	LinkedIn Corporation (set on .linkedin.com)	https://www.linkedin.com/legal/privacy-policy	LinkedIn data-center selection (routing efficiency)	1 day	Decline non-essential cookies via the cookie	http

						banner	
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- 7.4. Marketing Cookies: These are usually third-party cookies by advertising platforms or networks in order to: (i) deliver ads and track ad performance, and (ii) enable advertising networks to deliver ads that may be relevant based upon your activities.

Name of cookie	Source of cookie	Link to Cookie provider's privacy policy	Purpose	Expiration (lifetime of cookie)	How to opt out of this cookie	Type (e.g., http, html, pixel)
_gcl_au	Google LLC (Tag Manager / Ads) (set on .mybytes.io)	https://policies.google.com/privacy	Conversion linker — attributes ad conversions to ad clicks	3 months	Decline non-essential cookies via the cookie banner; Google Ad Settings	http
_gcl_ls	Google LLC (Ads) (set on mybytes.io)	https://policies.google.com/privacy	Google Ads linked-services tracking	Persistent (local storage)	Clear browser local storage; decline via cookie banner	html
bcookie	LinkedIn Corporation (set on .linkedin.com)	https://www.linkedin.com/legal/privacy-policy	LinkedIn browser identifier used for ad targeting and embedded service use	1 year	Decline non-essential cookies via the cookie banner; LinkedIn ad-settings opt-out	http
_fbp	Meta Platforms, Inc. (Facebook Pixel) (set on .mybytes.io)	https://www.facebook.com/policy.php	Facebook Pixel — track interactions for ad conversion and audience targeting	3 months	Decline non-essential cookies via the cookie banner; Facebook Ad Preferences	http
R	Influ2, Inc. (set on .influ2.com)	https://influ2.com/privacy	Account-based marketing — visitor identification for personalized advertising	1 year	Decline non-essential cookies via the cookie banner	http
_zitok	ZoomInfo	https://www.zoominfo.com/ab	ZoomInfo	1 year	Decline	http

		Technologies LLC (set on mybites.io)	out-zoominfo/privacy-policy	B2B visitor identification		non-essential cookies via the cookie banner	
	g2tracking	G2.com, Inc. (set on mybites.io)	https://documents.g2.com/legal/privacy-policy	G2 review-platform tracking	Persistent (local storage)	Clear browser local storage; decline via cookie banner	html
	ziwsSessionId	ZoomInfo Technologies LLC (set on mybites.io)	https://www.zoominfo.com/about-zoominfo/privacy-policy	ZoomInfo session identifier	Session (local storage)	Decline non-essential cookies via the cookie banner	html
	ziwsSession	ZoomInfo Technologies LLC (set on mybites.io)	https://www.zoominfo.com/about-zoominfo/privacy-policy	ZoomInfo session data	Session (local storage)	Decline non-essential cookies via the cookie banner	html
	ziScriptSession	ZoomInfo Technologies LLC (set on mybites.io)	https://www.zoominfo.com/about-zoominfo/privacy-policy	ZoomInfo script session tracking	Session (local storage)	Decline non-essential cookies via the cookie banner	html
	ziPendingTelemetry	ZoomInfo Technologies LLC (set on mybites.io)	https://www.zoominfo.com/about-zoominfo/privacy-policy	ZoomInfo telemetry queue	Session (local storage)	Decline non-essential cookies via the cookie banner	html

Cookies on the Platform (app.mybites.io). The Platform uses cookies across four categories — Necessary, Analytics, Functional/Preference, and Marketing — broadly comparable to those used on our marketing website, plus a small number of Platform-specific cookies (e.g., for authentication state and language). The full inventory is set out below.

A. Necessary cookies on the Platform

Name of cookie	Source of cookie	Link to Cookie provider's privacy policy	Purpose	Expiration (lifetime of cookie)	How to opt out of this cookie	Type (e.g., http, html, pixel)
__cf_bm	Cloudflare, Inc. (set on .hs-scripts.com, .hsadspixel.n	https://www.cloudflare.com/privacypolicy/	Cloudflare bot management on embedd	30 minutes	Necessary — cannot be opted	http

		et, .hscollectedf orms.net, .hs- analytics.net, .hs- banner.com, .hubapi.com, .hubspot.com)		ed HubSpot resource s		out without site failure	
	__cf_bm	Cloudflare, Inc. (set on .linkedin.com)	https://www.cloudflare.com/privacypolicy/	Cloudfla re bot manage ment on embedd ed LinkedIn resource s	30 minute s	Necess ary — same as above	http
	VISITOR_PRIVACY_METADATA	Google LLC (YouTube) (set on .youtube.com)	https://policies.google.com/privacy	Stores YouTub e's cookie consent state for the current domain	6 month s	Decline non- essenti al cookies via the cookie banner	http
	__Secure-YNID	Google LLC (YouTube) (set on .youtube.com)	https://policies.google.com/privacy	YouTub e login fraud preventi on	6 month s	Necess ary for embedd ed YouTub e content security	http
	rc::a	Google LLC (reCAPTCHA) (set on google.com)	https://policies.google.com/privacy	Google reCAPT CHA bot detectio n — identifie s automat ed traffic to protect against spam and abuse	Persist ent (local storag e)	Necess ary — required for anti- spam protecti on	html
	rc::c	Google LLC (reCAPTCHA) (set on google.com)	https://policies.google.com/privacy	Google reCAPT CHA bot detectio n — session indicator	Sessio n	Necess ary — required for anti- spam protecti on	html
	persist:appActivity	Bites Learning Ltd. (set on app.mybites.i o)	https://www.mybites.io/privacy	Stores Platform applicati on state (persiste nt app data) to maintain continuit y across	Persist ent (local storag e)	Clear browser local storage; cannot be selectiv ely opted out	html

				page reloads			
	intercom.intercom-state*	Intercom Inc. (set on app.mybites.io)	https://www.intercom.com/legal/privacy	Intercom chat widget UI state inside the Platform	Persistent (local storage)	Decline non-essential cookies via the cookie banner	html
	ssolnProgress	Bites Learning Ltd. (set on app.mybites.io)	https://www.mybites.io/privacy	Tracks active SSO authentication flow to handle redirect-based identity provider logins	Session	Necessary — required for SSO sign-in to function	http
	auth_token	Bites Learning Ltd. (set on .mybites.io)	https://www.mybites.io/privacy	Authentication bearer token — maintains the User's logged-in session in the Platform	Session (typically expires upon logout or after the session-timeout period)	Necessary — required for authenticated access to the Platform	http

B. Analytics cookies on the Platform

Name of cookie	Source of cookie	Link to Cookie provider's privacy policy	Purpose	Expiration (lifetime of cookie)	How to opt out of this cookie	Type (e.g., http, html, pixel)
YSC	Google LLC (YouTube) (set on .youtube.com)	https://policies.google.com/privacy	YouTube — tracks views of embedded videos	Session	Decline non-essential cookies via the cookie banner	http
_ga	Google LLC (Google Analytics) (set on .mybites.io)	https://policies.google.com/privacy	Distinguishes unique visitors; calculates session and	~13 months	Decline via cookie banner; install	http

				campaign data		Google's GA opt-out browser add-on	
	ga*	Google LLC (Google Analytics 4) (set on .mybites.io)	https://policies.google.com/privacy	GA4 page-view counter and session tracking	~13 months	Same as _ga	http
	_gid	Google LLC (Google Analytics) (set on .mybites.io)	https://policies.google.com/privacy	Visitor identification for analytics reports	24 hours	Same as _ga	http
	__hstc	HubSpot, Inc. (set on .mybites.io)	https://legal.hubspot.com/privacy-policy	Primary HubSpot tracking cookie — visitor identification across sessions	6 months	Decline via cookie banner	http
	__hssc	HubSpot, Inc. (set on .mybites.io)	https://legal.hubspot.com/privacy-policy	HubSpot session tracking	30 minutes	Decline via cookie banner	http
	__hssrc	HubSpot, Inc. (set on .mybites.io)	https://legal.hubspot.com/privacy-policy	HubSpot session detection — indicates browser restart	Session	Decline via cookie banner	http
	hubspotutk	HubSpot, Inc. (set on .mybites.io)	https://legal.hubspot.com/privacy-policy	HubSpot visitor token for form-submission deduplication	6 months	Decline via cookie banner	http
	_dd_s	Datadog, Inc. (set on app.mybites.io)	https://www.datadoghq.com/legal/privacy/	Datadog Real User Monitoring — application performance and error tracking session ID	1 year	Decline via cookie banner	http
	lastExternalReferr	Bites	https://www.mybites.io/privacy	Records	Persiste	Clear	html

er	Learning Ltd. (set on app.mybites.io)	y	external referrer URL for analytics	nt (local storage)	brows er local storag e; declin e via cooki e banne r	
lastExternalReferrerTime	Bites Learning Ltd. (set on app.mybites.io)	https://www.mybites.io/privacy	Records timestamp of external referrer for analytics	Persistent (local storage)	Clear brows er local storag e; declin e via cooki e banne r	html
SL_C_*	Smartlook s.r.o. (set on .mybites.io)	https://www.smartlook.com/help/privacy-statement/	Smartlook session recording — captures session ID for in-app behavioral analytics (masked input fields)	~1 year	Declin e non-essen tial cooki es via the cooki e banne r	http

C. Functional / Preference cookies on the Platform

Name of cookie	Source of cookie	Link to Cookie provider's privacy policy	Purpose	Expiration (lifetime of cookie)	How to opt out of this cookie	Type (e.g., http, html, pixel)
VISITOR_INFO1_LIVE	Google LLC (YouTube) (set on .youtube.com)	https://policies.google.com/privacy	YouTube — bandwidth measurement to choose between the old and new YouTube player interface	6 months	Declin e non-essen tial cookie s via the cookie banne r	http
__Secure-ROLLOUT_TOKEN	Google LLC (YouTube) (set on .youtube.com)	https://policies.google.com/privacy	YouTube feature-rollout and A/B-test consistency	6 months	Declin e non-essen tial cookie s via the	http

						cookie banner	
	__Secure-YEC	Google LLC (YouTube) (set on .youtube.com)	https://policies.google.com/privacy	Stores user's YouTube video player preferences	~1 year	Decline non-essential cookies via the cookie banner	http
	li_gc	LinkedIn Corporation (set on .linkedin.com)	https://www.linkedin.com/legal/privacy-policy	Stores LinkedIn visitor's consent regarding non-essential cookies	6 months	Decline non-essential cookies via the cookie banner	http
	lidc	LinkedIn Corporation (set on .linkedin.com)	https://www.linkedin.com/legal/privacy-policy	LinkedIn data-center selection for routing efficiency	1 day	Decline non-essential cookies via the cookie banner	http
	language	Bites Learning Ltd. (set on app.mybites.io)	https://www.mybites.io/privacy	Stores the User's selected language preference in the Platform	Persistent (local storage)	Clear browser local storage to reset to default language	html

D. Marketing cookies on the Platform

	Name of cookie	Source of cookie	Link to Cookie provider's privacy policy	Purpose	Expiration (lifetime of cookie)	How to opt out of this cookie	Type (e.g., http, html, pixel)
	_gcl_a	Google LLC (Tag Manager / Ads) (set on .mybites.io)	https://policies.google.com/privacy	Google Ads conversion linker — attributes ad conversions to ad clicks	3 months	Decline non-essential cookies via the cookie banner; Google Ad Settings	http
	_gcl_ls	Google LLC (Ads) (set on .mybites.io)	https://policies.google.com/privacy	Google Ads	Persistent (local storage)	Clear browser	html

		app.mybites.io)		linked-services tracking	storage)	local storage; decline via cookie banner	
	bcookie	LinkedIn Corporation (set on .linkedin.com)	https://www.linkedin.com/legal/privacy-policy	LinkedIn browser identifier used for ad targeting and embedded-service use	1 year	Decline non-essential cookies via the cookie banner; LinkedIn ad-settings opt-out	http
	_fbp	Meta Platforms, Inc. (Facebook Pixel) (set on .mybites.io)	https://www.facebook.com/policy.php	Facebook Pixel — track interactions for ad conversion and audience targeting	3 months	Decline non-essential cookies via the cookie banner; Facebook Ad Preferences	http

8. We may use additional tracking technologies to help understand user activities and preferences. For example, we use web beacons (also known as clear gifs, pixel tags or web bugs) to track user activities and communicate with cookies. You cannot opt out of web beacons used in webpages, but you can limit their use by opting out of the cookies they interact with. You can opt out of web beacons used in emails by setting your email client to render emails in text mode only.
9. We may set cookies that monitor links that we send to you to our website (if you have consented to receiving emails from us). These cookies are used to track visitors to our Website sourced from these emails. To avoid these types of cookies, please follow the explanation below on how to change your browser cookies settings.
10. In addition, we may use a tracking technology (pixels) in emails to understand how often our emails are opened and clicked on by our customers. If you do not wish this tracking to be effected, please change your email software or service (such as outlook, Gmail etc.) settings to not automatically download images (to the extent it is not already your default). In some instances, depending on your email or browser settings, cookies in an email may be automatically accepted (for example, when you have added an email address to your address book or safe senders list). Please refer to your email browser or device instructions for more information on this.
11. You have the ability to accept or decline Cookies. Most web browsers automatically accept Cookies, but you can usually modify your browser setting to decline Cookies if you prefer. If you choose to decline Cookies, you may not be able to fully experience the interactive features of the services provided in the Platform or other websites you visit.
12. We use remarketing codes to log when users view specific pages or take specific actions on a Platform. This allows us to provide targeted advertising in the future. If you do not wish to receive this type of advertising from us in the future you can opt out using the Network Advertising Initiative opt-out page.

With Whom We Share your Personal Data

13. We do not sell any of your Personal Data to any third party.
14. In order to deliver our Services, Personal Data may be processed by our third parties service providers of the following categories: cloud hosting services, email campaign automation, marketing automation, social media advertisement (on our behalf, not for transfer to third parties advertisement or marketing purposes), CRM platform, analytics tools providers, web

page building tools, call centers, email exchange servers services and SMS providers ("Suppliers") (the current list of which is published at <https://www.mybites.io/subprocessors>). We only share Personal Data to the minimum extent possible, as required for the provision of the services by those Suppliers to us, and we ensure all our Suppliers undertake contractually to not make any use of the Personal Data for any purpose other than for the provision of their services to us. The data is transferred only to Suppliers approved by us that allow for compliance with GDPR and TCPA. Except for Personal Data shared with our Suppliers (as defined hereinabove) and in accordance with this Section, no mobile information will be shared with third parties/affiliates for marketing/promotional purposes. We are not entitled to and will not share with any third party your opt-in data and your consent provided to us. In addition, we shall not authorize any third party to rely on such consent.

15. Notwithstanding the aforesaid, we may disclose your Personal Data if required to do so by law in order to (for example) respond to a subpoena or request from law enforcement, a court or a government agency (including in response to public authorities to meet national security or law enforcement requirements), or in the good faith belief that such action is necessary to (a) comply with a legal obligation, (b) protect or defend our rights, interests or property or that of third parties, (c) prevent or investigate possible wrongdoing in connection with the Platform and/or Services, (d) act in urgent circumstances to protect the personal safety of Customers and/or End Users of the Platform and Services or the public, or (e) protect against legal liability.
16. In the event of a corporate sale, merger, reorganization, dissolution or similar event, Personal Data may be part of the transferred assets. You acknowledge and agree that any successor to or acquirer of Bites (or its assets) will continue to have the right to use your Personal Data and other information in accordance with the terms of this Privacy Notice.

Transfer of Personal Data of EEA data subjects outside the EEA

17. Personal Data may be transferred, stored and processed in countries outside the The countries in which the Personal Data was collected. Such transfer to third countries may include countries that have not been formally recognized by the EEA Commission as providing adequate level of data protection laws as required by EU privacy laws. We will only transfer your Personal Data outside the location in which your Personal Data was collected in accordance with applicable legal mechanisms as set forth in the applicable Data Protection Laws, including, when transferring outside the EEA (1) to countries recognized as adequate by the EU commission; or (2) if no adequacy status is granted, then subject to the implementation of the applicable safeguards provided by applicable law (including the GDPR); (3) if no safeguards are available, then subject to acceptable derogations as set forth in the GDPR.

Your rights in relation to your Personal Data

18. The processing of your Personal Data by Bites, as described in this Privacy Notice, may occur in Bites' capacity as either a data controller or a data processor, depending on the context in which the Personal Data was collected and the purposes for which it is processed – as more fully described above.
19. **When acting as Controllers**, We will take appropriate and reasonable steps to respond to your request in accordance with applicable Data Protection Laws. However, **If you have questions or concerns about Personal Data for which We act as Processors, we encourage you to communicate with the applicable Controller and in case directed to Us, we will refer any such request to the relevant Controller, who is the party primarily responsible for implementation of those rights and establishing the Lawful bases of processing.**
20. You may have the rights prescribed below in relation to Personal Data processed by us, subject to the specific Data Protection Laws applicable to your Personal Data. certain limitations and restrictions may apply, as set forth in the Applicable Data Protection laws, and depending on the lawful basis upon which the processing of your Personal Data is based. If you are an European Economic Area data subject, all of the following rights may apply to you.

- 20.1. The right to be informed about how your personal Data is being processed;
- 20.2. The right of access to your Personal Data processed by us, which includes the right to obtain confirmation as to whether or not personal data concerning you are being processed, and, where that is the case, access to the personal data and the purposes of the processing, categories of personal data concerned, recipients or categories of recipient to whom the personal data have been or will be disclosed, where possible, the envisaged period for which the personal data will be stored, the existence of the right to request rectification or erasure of personal data or restriction of processing of personal data or to object to such processing; the right to lodge a complaint with a supervisory authority, where the personal data are not collected from the data subject, any available information as to their source, the existence of automated decision-making, including profiling; the appropriate safeguards relating to the transfer of your personal data outside the EEA.
- 20.3. The right to request the correction of inaccurate personal data we hold about you;
- 20.4. Under some circumstances, the right to request that we delete your data;
- 20.5. The right to restrict processing your personal data;
- 20.6. The right to object to processing activities, if the processing is based on our legitimate interest;
- 20.7. The right to withdraw consent for processing at any time, if the processing is based on consent (please note that withdrawal of consent does not affect the lawfulness of processing of your personal data based on your consent prior to such withdrawal);
- 20.8. The right to object to processing of personal data for direct marketing purposes at any time;
- 20.9. In some circumstances, the right to request that we transfer or export elements of your data either to you or another service provider – if the processing is based on your consent, and is made by automated means.
- 20.10. You also have the right to lodge a complaint with a supervisory authority if you believe that your rights under the GDPR laws have been infringed. However, prior doing so, you are encouraged to contact us directly by email to info@mybites.io in order to resolve the issue quickly and efficiently, if you wish to do so
- 21. Our Platform enables you to view, edit, or delete your Personal Data independently whenever you wish to do so. You may otherwise request the deletion of your Personal Data by submitting a written request to us through info@mybites.io. Please note however, that deleting information from the Platform or otherwise through submitting a request to us, may have a detrimental effect on your ability to use the Platform or on the performance of the Platform, and any such effects and results are at your own risk and liability. Certain information, if deleted, will effectively constitute deletion of your account and termination of your subscription.
- 22. We will respond to requests to access, edit or delete your Personal Data within 30 days, or according to applicable law.
- 23. We may retain your Personal Data for as long as you are an active user of the Platform and for a period of six (6) months as of your last activity in the Platform, after which it will be deleted. The foregoing is subject to certain exclusions, to the extent longer retention of certain information is required under applicable laws, or if we anticipate or have any grounds to anticipate we shall need the information for the purposes described in section 17 above. Even if we delete your Personal Data it may persist on backup or archival media for an additional period of time due to technical issues, until written over.
- 24. Please note that unsubscribing from the Platform does not delete Your information.

Text Message communication

- 25. **Text message communications.** We use text messaging to communicate with and as part of the Service. Normal messaging rates apply, and the frequency of messages may vary. Mobile Carriers are not liable for delayed or undelivered messages.
- 26. **Opt-out of text message communications.** You may opt-out of text messaging at any time by replying "STOP" to sender or contact Us at info@mybites.io. After You e-mail us or send the SMS message "STOP" to sender, we will send you an SMS message to confirm that you have unsubscribed. After this, you will no longer receive SMS messages from us. Please note however, that opting out of the Messaging Service associated with the Platform, may have a detrimental effect on your ability to use the Platform or

Services, and any such effects and results are at your own risk and liability.

Security of Personal Data

27. We are committed to protecting the security of any Personal Data on our database and network. We use a variety of security technologies and procedures to help protect all Personal Data from loss, misuse, unauthorized use, access, inadvertent disclosure, alteration and destruction. However, no network, server, database or Internet or e-mail transmission is ever fully secure or error-free. Therefore, you should take special care in deciding what information you disclose. You should also note that in using the Platform and the Services, your information will travel through third party infrastructures which are not under our control (such as a third-party SMS delivery platform or your carrier network).

Children

28. The Platform and the Services are intended for adults. Users under the age of majority in their current place of residence are not permitted to use the Platform and Services. We have the right to implement age verifications measures, and to subject the right to download and use the Platform to pass such verification verifications measures, and to subject the right to download and use the Platform to passing such verification.

Links to Other Websites

29. This Privacy Notice applies only to the Platform, the Messaging Service and the Services. The Platform may contain links to other websites not operated or controlled by Bites (the "Third Party Sites"). The policies and procedures we described here do not apply to the Third-Party Sites. The links from the Platform and/or the Services do not imply that Bites endorses or has reviewed the Third-Party Sites. We suggest contacting those sites directly for information on their privacy policies.

Contact Information

30. info@bites.io info@bites.io If you have any questions, concerns, or complaints regarding the processing of your Personal Data or this Privacy Notice, you may contact us at info@mybites.io or write to us 46 Herbert Samuel Street, Tel Aviv 6330303, Israel.