

## **PRIVATE BACKUP Privacy Policy**

1. The Private Backup service allows customers to backup information files stored on their storage space, on Bezeq International's ("**BI**") servers and/or with servers of anyone on its behalf. The Service is only meant to allow backup of copies of files, not synchronizing them.
2. The customer is the one determining which files are backed up, thus authorizing BI to monitor them.
3. Files are stored on BI's servers only for and with connection to the provisioning of the service.
4. Data retrieved by BI during regular activity of the service may include IP addresses, PC or mobile device identification strings (i.e. the type of device that was used to access the account), time and date of account access, GPS data and additional parameters. Usage patterns are used to identify suspicious behavior and alert users to possible unauthorized access to their accounts
5. BI shall never sell, share or trade its customers' files under any circumstances.
6. User name and password provided to access the PRIVATE BACKUP service are separate and different from other access user information the customer may have for other BI services.
7. Not to undermine from the provisions of the Wire Tapping Law, 5739-1979, Privacy Protection Law, 5741-1981 and any other law concerning protection of a person's privacy, BI will be entitled to use details or information delivered as part of the service and also to document them for internal control and/or observing the intactness and nature of the service and/or to statistically tracking the activity and using the service.
8. PRIVATE BACKUP may use Google Analytics (and similar analysis tools) to help BI get a better understanding of our user demographics and to help us improve our service. Analytics works by detecting anonymous identifiers in mobile devices and web sites and gives us statistics about user age groups, genders and interest categories (i.e. sports, travel). There is no personally identifiable information collected using Google Analytics. PRIVATE BACKUP may use third-party cookies (such as the DoubleClick cookie) or other third-party identifiers. Please review the Google Analytics privacy policy and the opt-out settings here: <https://support.google.com/analytics/answer/6004245>
9. BI shall not be authorized to view the information (files backed up) itself.
10. Usage of the PRIVATE BACKUP website shall be subject to the privacy policy of BI's website <https://www.bezeqint.net>.