



## Terms of Use and Privacy Policy

### **A. General:**

1. Welcome to the Terem website (hereinafter: the "Operator" and/or the "Company"). Use of the website is subject to the terms of use detailed in this document; please read these terms carefully before using the site. Using the site constitutes consent to these terms.
2. The Operator may change the Terms of Use from time to time.
3. Use of the site after such changes constitutes consent to the updated terms.
4. The service provider may update service prices on the site from time to time without prior notice.
5. This Privacy Policy is intended to clarify how information is collected, stored, processed, and used.
6. The policy applies to all information collected via the website, the call centers, the clinics, and any other communication or data collection channel operated by Terem.
7. This Privacy Policy applies to information that identifies or may identify a person, and it forms an integral part of the website's Terms of Use.
8. There is no legal obligation to provide information, but without the required information it may be impossible to provide services.
9. Israeli law shall apply to these Terms of Use and the Privacy Policy.
10. Exclusive jurisdiction over any dispute concerning the Terms of Use shall rest with the competent courts in Israel.

### **B. Services on the Website:**

11. The site offers (among other things) general information in the fields of health and medicine, information about medical services, opening hours, appointment scheduling, access to a medical record with the Operator, and information about employment opportunities.
12. Use of services on the site, including appointment scheduling and access to the medical record, is subject to registration on the site and creation of a user account.
13. The Operator may change the services offered on the site at any time and without prior notice.

### **C. Intellectual property:**

14. All intellectual property rights in the site, including the site design, content, trademarks, and any other material appearing on it, are owned by the Operator or by third parties who have granted the Operator a license to use them.
15. It is prohibited to copy, distribute, publicly display, or make commercial use of any part of the foregoing without the Operator's prior written consent.

### **D. Liability:**

16. The information on the site is presented "as is" (AS IS) and does not constitute medical advice or a substitute for professional medical consultation.
17. The information on the site should not be relied upon for making medical decisions.
18. The Operator makes reasonable efforts to ensure the accuracy of the information on the site, but does not guarantee absolute accuracy and is not responsible for any error or omission.
19. The Operator shall not be liable for any direct or indirect damage resulting from use of the site or reliance on its information.
20. The Operator is not responsible for content appearing on external websites linked from the site.

### **E. Privacy protection:**

21. The Operator protects privacy in accordance with Israeli data protection laws and applicable standards.
22. The site uses "cookies" to collect anonymous statistical data regarding use of site services.
23. Cookies can be disabled via browser settings; however, doing so may limit access to some services and features.
24. The Operator respects privacy and takes reasonable measures to protect personal information provided on the site.
25. The Company may collect information about site users (including, among others, IP address, browser type, browsing times) to improve site services and as detailed in these Terms of Use; without such information, site use may be impossible.
26. Personal information collected from the user is stored in the Company's database no. 700022188, listed in the Data Bases Registry managed by the Israeli Privacy Protection Authority.

27. The site's services are generally not intended for minors under 18. The Company does not knowingly collect personal information from minors. If a parent or guardian becomes aware that a child provided personal information without consent, contact the Privacy Protection Officer immediately using the contact details below.

#### **F. Information security:**

28. Terem uses reasonable measures to secure information on the site but cannot ensure absolute security; the Operator shall bear no direct or indirect liability in cases of disclosure and use of information provided by the user resulting, directly or indirectly, from unauthorized intrusions by others or due to acts and/or omissions beyond its control.

29. The Company treats the security of medical information very seriously and operates in accordance with Israeli privacy laws, including Basic Law: Human Dignity and Liberty, the Privacy Protection Law, and the Patient's Rights Law.

30. Medical information is stored in Terem systems that meet the highest standards and legal requirements. Terem performs ongoing controls to ensure systems meet required security standards.

31. Terem implements a wide range of technologies, policies, and procedures to protect information, including measures to maintain information integrity and reliability, ensure system availability, manage access permissions, password controls, document classification, and protection against unauthorized access. Periodic controls are conducted to ensure policies and procedures are up to date and effective, consistent with required information security standards.

32. Terem employs information security measures; however, no security system is immune, and there is a risk of intrusion into Terem's databases or into data traffic between the user or patient and Terem. Do not send credit card details to Terem via email or any messaging service.

#### **G. Information collected and processed for providing medical service:**

33. Full name, ID/passport number, date of birth, address, postal code, phone, email, and gender; medical history at Terem; medications; allergies; visit history at Terem; lab tests; diagnoses; prescriptions; interpretations; X-rays; imaging; genetic information and other medical information necessary for providing medical services; payment and billing details.

- 34.** Information will be collected to provide medical services, comply with regulatory obligations, manage the medical record, and for billing and payment.
- 35.** Processed information is transferred to the patient's HMO or the referring entity in order to realize rights with that entity and in accordance with obligations toward it. Not all processed information must be transferred to the HMO or referring entity, and only part of it may be transferred.

#### **H. Additional information collected and use of information:**

- 36.** In addition to the above, the following types of personal information may be collected during browsing.
- 36.1.** Identifying information: name, address, phone number, email address, date of birth, and ID number.
- 36.2.** Technical information: IP address, browser type, operating system, site usage data, and similar information.
- 37.** The Company will not sell, rent, or share users' personal information with third parties for marketing purposes. However, personal information may be shared with external service providers who assist in providing services, including cloud hosting providers, support and maintenance providers for information systems, payment processing services, and email delivery services. Any such sharing is subject to confidentiality and privacy obligations in accordance with law.
- 38.** Site usage data will be used to improve the services offered and tailor them to user needs.
- 39.** Users' contact details may be used to send important medical information, updates about services, and other notices, subject to consent.
- 40.** Anonymous and aggregated information may be used for scientific or statistical research purposes.
- 41.** Information and personal information will be retained only as long as necessary for the purposes for which it was collected, or as required by law.
- 42.** In addition to personal information knowingly provided, many websites, including Terem's, collect additional information about users and their devices. This includes, among others, communication and location data, IP address, data collected via cookies, device characteristics (e.g., device type, operating system, browser), and site usage habits (e.g., pages viewed and visit duration).



**43.** Various software and technologies, some operated by other companies, are used to collect general data on site usage. This information does not personally identify users and is used to improve the site, tailor services and products to user preferences, and manage the site more efficiently.

**44.** One of the technologies used is “cookies.” These are small pieces of code stored on the user’s device that allow identification and tracking of activity on the site. Browser settings can be changed to refuse cookies; however, this may limit access to some site services.

**45.** In addition to cookies, the Terem site integrates external tools that assist with statistical analysis of site usage and displaying personalized ads. These tools, provided by companies such as Google (Google Analytics, Google Tag Manager, Google Search Console) and Facebook (Meta Pixel), may collect information about site usage and use it to tailor ads shown on various platforms. Web beacons are also used to track user behavior on the site.

**46.** Information collected by Google and Meta may be used by them to display personalized ads on their platforms, in accordance with their privacy policies and terms of use. For more information, refer to the privacy policies of Google and Facebook. It is important to note that personal medical information is not accessible to Google, Facebook, or any external entity; it is securely stored in Terem systems and accessible only to the user via a secure personal area on the site.

Monitoring and tracking tools	Purpose of collection	Link to service policy
Google Firebase Analytics	Analysis, data evaluation, measurement, performance, and user experience improvement.	<a href="https://policies.google.com/privacy">https://policies.google.com/privacy</a> .
Google Analytics	Analysis, data evaluation, measurement, performance, and user experience improvement.	<a href="https://policies.google.com/technologies/partner-sites">https://policies.google.com/technologies/partner-sites</a>



Monitoring and tracking tools	Purpose of collection	Link to service policy
Google Double Click	Display of targeted ads relevant to users across the internet, based on browsing history and pages visited. Measures ad conversion rates.	<a href="https://policies.google.com/privacy?hl=en-US">https://policies.google.com/privacy?hl=en-US</a> <a href="https://tools.google.com/dlpage/gaoptout">https://tools.google.com/dlpage/gaoptout</a>
Google Tag Manger	Intended for site functionality, operation, security, and maintenance.	<a href="https://policies.google.com/privacy?hl=en-US">https://policies.google.com/privacy?hl=en-US</a> <a href="https://tools.google.com/dlpage/gaoptout">https://tools.google.com/dlpage/gaoptout</a>
Google Signals	Targeted online advertising.	<a href="https://policies.google.com/privacy?hl=en-US">https://policies.google.com/privacy?hl=en-US</a> <a href="https://tools.google.com/dlpage/gaoptout">https://tools.google.com/dlpage/gaoptout</a>
Google SandBox	A Privacy Sandbox cookie designed for testing the site's performance and functionality when third-party cookies are not present.	<a href="https://policies.google.com/privacy?hl=en-US">https://policies.google.com/privacy?hl=en-US</a> <a href="https://tools.google.com/dlpage/gaoptout">https://tools.google.com/dlpage/gaoptout</a>
Facebook Pixel (Meta Platforms) Instagram Pixel	Pixel functionality on the website; targeted advertising.	<a href="https://www.facebook.com/policy.php">https://www.facebook.com/policy.php</a>



**47.** We may share aggregated or non-personally identifiable information with third parties for various purposes, including, but not limited to, improving our services and developing new content. All statistical and non-identifiable information collected shall remain the sole property of TEREM.

**I. Transfer of information abroad:**

**48.** As a rule, information from Terem's databases is not transferred abroad. However, there may be situations where partial or full information regarding a specific patient is transferred abroad with the patient's consent and/or in accordance with law (e.g., for medical treatment requested by the patient or for reporting to an insurance company in legal proceedings concerning the patient).

**49.** The Company may use service providers (such as cloud services) located outside Israel. In such cases, the Company will ensure that the transfer of information is carried out in accordance with the law and that an adequate level of protection is maintained in the destination country. If information is transferred to a country that does not ensure such protection, the transfer will be based on appropriate contractual commitments.

**J. Appointment scheduling:**

**50.** Use of the appointment scheduling service on the site is subject to entering a valid ID number, first name, last name, mobile phone, HMO, and email address; without these details it will not be possible to schedule an appointment via the site.

**51.** Scheduling an appointment on the site does not constitute final confirmation of the appointment.

**52.** The Operator may cancel an appointment at any time and without prior notice.

**53.** The Company does not guarantee the success of scheduling an appointment and is not responsible for any damage that may result from unavailability of appointments or service disruptions.



#### **K. Access to record and user data:**

- 54.** The Company enables access to the personal medical record at Terem via the site.
- 55.** Access to the medical record is subject to authentication using ID number, visit number, record number, and the relevant branch of the visit.
- 56.** The Company takes reasonable measures to secure medical information but is not responsible for any damage that may result from unauthorized access to the medical record.
- 57.** Access to the medical record is limited to the patient and entities authorized by law.
- 58.** The site Operator is not responsible for the content of the medical record.

#### **L. Career page:**

- 59.** The career page displays information about open positions with the site Operator.
- 60.** Submitting an application via the site does not constitute an undertaking by the Operator to employ the applicant.

#### **M. Direct marketing:**

- 61.** The user may consent or refuse to receive direct marketing from the Operator.
- 62.** Consent to receive direct marketing, including advertisements, may be revoked at any time by clicking the "unsubscribe" link included in every email, or by contacting the Privacy Protection Officer via the details provided in this policy.

#### **N. Online doctor service:**

- 63.** The following is in addition to, and forms an integral part of, the consent and Terms of Use for the online doctor service on the appointment booking page for the Online Doctor service.
- 64.** Upon registration for the "Online Doctor" service, a check of the credit card details will be performed; after the transaction is approved by the credit card companies, a notice of approval will be sent. Credit card details are not stored in Terem's databases; payment processing services are provided by Pelecard.
- 65.** Only after the transaction is approved will a message confirming the appointment details be sent.



**66.** If the transaction is not approved by the credit card company, the applicant will receive an appropriate notice and the appointment will be canceled. It is clarified that receipt of the service is conditional on approval of the transaction by the credit card company.

**67.** Cancellation of the transaction and appointment:

**67.1.** This section is subject to the Consumer Protection Law, 1981.

**67.2.** In the event of no-show and/or if it is not possible to provide the service, a monetary credit will be given.

#### **O. Contact and information:**

**68.** For any question or inquiry regarding the Terms of Use and Privacy Protection, contact the Privacy Protection Officer.

**69.** To obtain medical information, arrive in person at one of Terem's clinics with a photo ID, or view certain items from the medical record independently on the site; the online option requires prior registration for the service.

**70.** The right exists to review information held about the data subject in the Company's databases. To receive medical information, act as stated above in this policy. To receive other personal information, submit a written request to the Privacy Protection Officer at the contact details listed below. A response will be provided as soon as possible and within the timeframes set by law.

**71.** If, after reviewing information, it is found to be incorrect, incomplete, unclear, or not up to date, a reasoned written request may be submitted to the Privacy Protection Officer to correct or delete the information, in accordance with the law. Upon receipt of the request, the Company will act as required by law.

#### **P. Database owner and Privacy Protection Officer:**

**72.** Controlling owner of the databases: Terem Immediate Medical Care Holdings Ltd.

**73.** Privacy Protection Officer: Vova Rosenthal.

Email: [vr@terem.com](mailto:vr@terem.com), Phone: 052-7903343, Mailing address 18 Hartom St., Jerusalem.



**Q. Last update and changes to the Terms of Use and Privacy Policy:**

**74.** The Company may change these Terms of Use from time to time.

**75.** Notice of changes will be provided to users by publication on the site or by email.

**76.** Continued use of the site after changes constitutes consent to the updated terms.

**77.** The Terms of Use and Privacy Policy were last updated on October 5, 2025.