

1. Ashtrum Renewable Energy (hereinafter: the "Company") utilizes cookies and similar technologies, including pixels and additional tracking tools (hereinafter collectively referred to as the "Cookies"), for the collection of non-identifying information from users of the Company's website. Notwithstanding the foregoing, should a user voluntarily provide identifying information on the website, such identifying information shall be associated with the non-identifying information collected via the Cookies.

2. Cookies are small text files that enable the collection of information via users' computers or internet browsers. Such information may include, but is not limited to: the pages visited by users on the website, actions performed by users on the website, duration of users' visits to the website, content viewed on the website, approximate geographic location, users' age range, the type of device used to access the website, users' interests, users' IP addresses (i.e., users' computer addresses on the Internet), frequency of visits to the website, number of clicks, screen resolution, type and version of operating system, type and version of Internet browser, language preference, domain names, and other similar data.

3. The Company will utilize the information collected via Cookies for one or more of the following purposes: to manage and operate the website; to facilitate user interaction with the website; to present users with relevant content and advertisements on the website and other platforms (e.g., across the Internet, on Facebook, Google, etc.) aligned with users' interests and preferences, including the customization of marketing content; to conduct analysis, research, and verification activities related to the website; to monitor user activity patterns on the website; to compile statistics, including user count on the website; to analyze, research, and perform quality control in connection with the website; and to send product rating requests following purchases. Furthermore, and without derogating from the terms of this policy, the Company may employ tools to record users' browsing activities on the website, with the objective of analyzing and enhancing the user experience on the website.

4. The Company employs cookies from advertising platforms such as Google and Facebook to monitor users' interactions with the website. The information collected through these cookies is governed by the terms of use and privacy policies of the respective companies, and one can obtain details regarding the data collected through these cookies, how such data is utilized by these companies, methods for disabling the cookies, and additional information by reviewing the terms of use and privacy policies of the said companies.

5. Without deviating from the above and the instructions detailed in the privacy policy, the Company shall be entitled to transfer non-identifying information to third-party advertising systems, including Google and Facebook, as outlined in this policy, to present users with content and advertisements that may be of interest to them and/or to tailor content and advertisements to their preferences.

6. The Company utilizes third-party analysis, statistical analysis, and research services, including Google Analytics. The use of Google Analytics services is governed by the Google Analytics Terms of Use and Privacy Policy. Information regarding data collected as part of these services, its uses, methods for disabling cookies, and further details can be found in Google's Privacy Policy.

6. A user who does not wish to allow cookies to be collected on their device may do so by adjusting their browser settings. To disable cookies, the user should refer to the browser's help file for instructions. It is important to note that disabling cookies may result in some services on the website becoming unavailable or compromised in quality. Notwithstanding the above, cookies that are essential for the operation and management of the website cannot be disabled.

7. The terms and instructions outlined in this policy, as well as any modifications or amendments thereto, shall be governed by the laws of the State of Israel, without regard to its conflict of laws principles.

8. Exclusive jurisdiction over any dispute or claim arising in connection with this policy is assigned to the courts in Tel Aviv-Yafo.

9. The Company reserves the right, at its sole discretion, to modify this policy from time to time without providing prior notice or warning. The most recent version of the cookies policy published on the website shall be binding on the user. Continued use of the website following any update to the cookies policy shall constitute the user's consent to the updated policy, including any changes made therein.

**Last updated: July 2024.**