

## **Terms and Conditions**

**Effective Date:** 01.01.2025

**Last Updated:** 04.08.2025

These Terms and Conditions ("Terms") govern your access to and use of the website and digital marketing services provided by **Elite Global Agency Ltd – Israeli Registration No. 516691060** ("Company", "we", "us", or "our"), a limited company registered in Israel. By accessing our website or engaging with our services, you acknowledge and agree to be bound by these Terms. If you do not agree, you must not use our website or services.

### **1. Introduction**

Elite Global Agency Ltd provides advanced and integrated digital marketing solutions, including email/SMS marketing, data insights, publisher/advertiser solutions, and programmatic advertising. These Terms govern your legal relationship with us as a user.

### **2. Eligibility**

By using our services, you confirm that you are at least 18 years old and have the legal capacity to enter into binding agreements. If acting on behalf of an organization, you warrant authority to bind that organization.

### **3. Scope of Services**

We provide:

- **Email and SMS Marketing**
- **Advanced Data Insights** through DMP and DSP
- **Publisher & Advertiser Solutions**
- **Programmatic Marketing (RTB)**

- **Acquisition of opt-in qualified leads**

We may modify, suspend, or terminate services at our discretion without liability.

#### **4. User Obligations**

You agree to:

- Use services lawfully
- Provide accurate information
- Refrain from disrupting security/performance
- Comply with applicable laws
- Respect intellectual property rights

Violation may result in suspension or termination.

#### **5. Data Privacy and Use ILEU**

Your data is processed per our Privacy Policy. We comply with the **Israeli Privacy Protection Law (PPL), 1981**, and/or the **EU General Data Protection Regulation (GDPR)**. You have rights under both, including access, correction, deletion, and objection to processing where applicable.

- **Data Transfers:** Data may be transferred internationally in compliance with relevant safeguards under GDPR Article 46 and Israeli privacy regulations.
- **Data Subject Rights:** Users may request details on how data is processed, object to profiling, and lodge complaints with regulatory authorities (IL: *Israel Privacy Protection Authority*, EU: *supervisory authority*).

- **Consent:** Where required, we obtain explicit user consent prior to processing sensitive data.

## **6. Intellectual Property**

All content remains the property of Elite Global Agency or its licensors. Unauthorized use is prohibited and enforceable under Israeli and international IP laws.

## **7. Limitation of Liability**

To the extent permitted by law, we disclaim all liability for indirect, incidental, consequential, or special damages.

## **8. Third-Party Links and Services**

We are not responsible for external websites or services linked through our platform.

## **9. Account Suspension and Termination**

Access may be suspended or terminated at our discretion for violations, fraud, or abuse.

## **10. Governing Law and Jurisdiction**

These Terms are governed by the laws of the **State of Israel**. Legal actions shall be subject to the exclusive jurisdiction of the competent courts in **Tel Aviv, Israel**.

## **11. Modifications to Terms**

We may update these Terms without notice. Continued use constitutes acceptance. Review regularly.

## **12. Force Majeure**

We are not liable for delays due to causes beyond reasonable control, including acts of God, war, cyberattacks, or internet failures.

### **13. Severability**

If any provision of these Terms is held invalid or unenforceable by a court, the remaining provisions shall remain in full force and effect.

### **14. Contact Information**

For inquiries regarding these Terms, contact us at:

**Elite Global Agency Ltd**

Email: [main@elitemediaf.com](mailto:main@elitemediaf.com)

## **Privacy Policy**

**Effective Date:** 01.01.2025

**Last Updated:** 04.08.2025

Elite Global Agency Ltd ("Company", "we", "us", or "our"), a company incorporated under the laws of the **State of Israel**, is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your personal data when you use our website and services, in accordance with the **Israeli Privacy Protection Law, 1981**, and the **EU General Data Protection Regulation (GDPR)**.

### **1. Who We Are**

Elite Global Agency Ltd provides digital marketing solutions globally, including email/SMS marketing, audience insights, and programmatic advertising. For the purposes of this policy, we are the **Data Controller**.

### **2. What Data We Collect**

We may collect the following types of personal data:

- **Contact Information:** name, email address, phone number
- **Device Information:** IP address, browser type, operating system
- **Usage Data:** web pages visited, actions taken, time spent
- **Marketing Preferences:** opt-ins for newsletters or promotional content
- **Business Data:** company name, job title, industry

### **3. Legal Basis for Processing ILEU**

We process your personal data on one or more of the following legal bases:

- **Consent** – for marketing, tracking, or cookies
- **Contractual Necessity** – to provide requested services
- **Legal Obligation** – to comply with applicable laws
- **Legitimate Interests** – for fraud prevention, analytics, or service improvement  
(balancing your rights and interests)

#### 4. How We Use Your Data

Your data is used for the following purposes:

- To operate and improve our website and services
- To respond to inquiries and provide customer support
- To send transactional or promotional communications
- To comply with legal obligations
- To conduct analytics and research

#### 5. Sharing Your Data

We may share your data with:

- **Authorized third-party service providers** (hosting, analytics, CRM)
- **Regulatory or legal authorities** when required
- **Our affiliates and subsidiaries**, where relevant to our services
- **International processors**, with proper data protection safeguards

We **do not sell** your personal data.

## 6. Data Transfers Outside Israel / EEA

If we transfer personal data outside of **Israel** or the **European Economic Area (EEA)**, we ensure appropriate safeguards such as:

- **Standard Contractual Clauses (SCCs)**
- **Adequacy decisions** (where applicable)
- **Binding Corporate Rules** or **user consent** where required

## 7. Data Retention

We retain personal data only as long as necessary for the purposes outlined or as required by law (e.g., record-keeping, taxation, or legal disputes).

## 8. Your Rights ILEU

You have the following rights, subject to conditions:

| Right                   | Description  |
|-------------------------|--|
| <b>Access</b>           | Request a copy of your data                                    |
| <b>Rectification</b>    | Request correction of inaccurate data                          |
| <b>Erase</b>            | Request deletion of your data ("Right to be forgotten")        |
| <b>Restriction</b>      | Request limited processing of your data                        |
| <b>Data Portability</b> | Request your data in machine-readable format                   |
| <b>Objection</b>        | Object to processing based on legitimate interests             |
| <b>Withdraw Consent</b> | At any time, where consent was the legal basis                 |
| <b>File a Complaint</b> | With the <b>Israeli PPA</b> or <b>EU supervisory authority</b> |

To exercise these rights, contact: [main@elitemediaf.com](mailto:main@elitemediaf.com)

## 9. Cookies and Tracking Technologies

We use cookies and similar technologies for analytics, performance, and personalization. You can manage or reject cookies via your browser settings or consent tools on our site.

## 10. Data Security

We implement appropriate **technical and organizational measures** to protect your data from unauthorized access, loss, or alteration. This includes:

- Encrypted communications (SSL/TLS)
- Access controls and authentication
- Secure data storage

## 11. Children's Privacy

Our services are **not directed to children under 16**. We do not knowingly collect personal data from minors. If we discover such data, it will be deleted.

## 12. Changes to This Policy

We may update this Privacy Policy from time to time. The latest version will be posted on our website with an updated effective date. Please review it regularly.

## 13. Contact Us

For any inquiries, complaints, or data rights requests, contact:

**Elite Global Agency Ltd**

**Email:** [main@elitemediaf.com](mailto:main@elitemediaf.com)

**Jurisdiction:** State of Israel