

ALYN Hospital - Privacy Protection Policy

Last update: June 21, 2026

General	1
Who We Are	1
Definitions	1
Personal information that the organization uses - and how	2
On what legal basis do we use your personal information?	2
International transfers	4
Your rights	4
Cookie files and similar technologies	5
Minors	6
Policy changes	6

General

1. The protection of personal data privacy is important to ALYN Hospital. This policy sets out how the hospital (or "ALYN") uses your personal information, the reasons for such use, and your rights in connection with such use - all in accordance with the privacy protection laws in Israel, including the Privacy Protection Law, 5741-1981 and the regulations enacted thereunder (the "Privacy Protection Laws").
2. The use of the masculine gender in this policy is for the sake of convenience and also refers to anyone who does not define themselves as such.

Who We Are

3. ALYN Hospital is a rehabilitation center for children and youth. Our address is 84 Shmaryahu Levin St., Jerusalem. For any inquiries regarding this privacy protection policy and its application, including your rights under this policy, you may contact us at privacy@alyn.org.

Definitions

4. **"You" or "an ALYN data subject"** - these are terms that refer to individuals whose personal information ALYN processes, including patients, their families, and their guardians; those interested in receiving medical treatment at ALYN; ALYN's external suppliers and professionals; project partners; candidates for employment at the hospital; donors and potential donors; participants in gatherings and events under ALYN's auspices; and visitors to the website and other digital interfaces of ALYN.

5. **"Personal Information"** - any information defined as personal information under the privacy protection laws.
6. **"Digital interfaces"** - the hospital's website (www.alyn.org.il) and ALYN's other electronic interfaces, including SMS messages, emails, and WhatsApp groups.
7. **"Uses"** are the uses of your personal information during the medical, administrative, and operational activities of the hospital, including through digital interfaces, at events and gatherings under our auspices, and/or in any other manner.

Personal information that the organization uses - and how

8. We use the personal information that you yourself provide to ALYN, such as: name, telephone number, residential address, email address, ID number, personal and family medical history, professional background, facial photograph, etc.
9. In addition, we may create personal information in the course of managing our ongoing contact with you, both online and in person; and, among other things, as relevant in each case and in accordance with the purposes set out below, on the ALYN website and our other electronic interfaces.
10. The use of your personal information is in accordance with the provisions of any law, and specifically in accordance with the privacy protection laws, for the following purposes:
 - 10.1. To identify you with certainty as an ALYN data subject.
 - 10.2. To enable us to provide you with the hospital's medical and administrative services.
 - 10.3. To enable you to use ALYN's website and digital interfaces, including the content they contain and the activities they offer.
 - 10.4. To improve and enrich the content of the services we provide to you, including through the digital interfaces.
 - 10.5. To contact you and to send you, from time to time, information about our services and activities, surveys, newsletters, and the like. Such information may be sent to you via SMS messages, emails, and WhatsApp, or through other digital and non-digital interfaces of ALYN.
 - 10.6. For the proper and efficient operation of the hospital.
 - 10.7. For any other purpose that has a legal basis under the privacy protection laws and that is carried out in accordance with any other law applicable to the hospital's activities.

On what legal basis do we use your personal information?

11. We process your personal information only on a legal basis. There are several legal bases for ALYN's use of your personal information:
 - 11.1. Your explicit consent.
 - 11.2. Use required to perform a contract with you.
 - 11.3. Use required to comply with legal obligations.
 - 11.4. Use required for our legitimate medical, operational, or financial interest.
12. With regard to the personal information we use on the basis of your explicit consent, it is clarified that you are under no legal obligation to provide us with such explicit consent;

however, if you do not provide us with certain personal information, we may not be able to provide you with the full range of our services.

13. Examples of legal bases for using your personal information include: the need to provide you with our medical services at the highest level, providing an appropriate response to your inquiries and requests, scheduling medical appointments, contacting you, and meeting the legal obligations that apply to us.

Where is your personal information kept?

14. Your personal information is stored in ALYN's databases. In addition, it is collected and stored by third parties with whom we have a contractual relationship (such as analytics companies, for example, Google Analytics), who may also store your personal information outside the country's borders. Your consent to this policy also constitutes consent to the storage of information abroad and to its transfer outside the borders of Israel for these purposes. all of this - in accordance with the privacy protection laws and the information security measures set out below.

How long is your information kept?

15. We retain your personal information for the period relevant to the continued provision of the services that ALYN provides to you, for the hospital's operational needs, and for the continued provision of updates regarding the hospital's activities; as well as in accordance with the requirements applicable to ALYN by law.

Disclosure of information to third parties

16. We will not sell your personal information to any party.
17. We will share your personal information with third parties solely on the basis of defined needs in connection with the provision of our services, and in accordance with the relevant legal basis.
18. Among others, the third parties described in the table below may receive your personal information as stated, in accordance with their own confidentiality and information privacy policies.
19. If you have access to third-party services through our website or another digital interface with us, please note that any use of third-party services is at your sole responsibility and subject to the terms and privacy policy of that third party. We are not responsible in any way for such other uses.

Third party description
<u>Cloud computing</u> - We may use service providers that offer cloud computing services on their servers, on which our files and programs may be stored.
<u>Managing relationships with third parties using a CRM system</u> - We may use a CRM tool to help us track our relationships with suppliers, donors, and other data subjects.

<u>Email, SMS, and WhatsApp messages</u> - ALYN may use a third-party provider to send promotional messages to data subjects.
<u>Compliance with regulatory requirements</u> - ALYN may use a third-party provider to support regulatory compliance, for example, the Tax Authority and the National Insurance Institute.
<u>Online analytics providers</u> - ALYN may use a service provider to assist us with analytics services for our digital interfaces.
<u>Information security and physical security</u> - We may use suppliers that provide information security measures to protect personal information and other data, for example, firewalls, antivirus, penetration testing, etc.
<u>Additional suppliers</u> - in accordance with ALYN's operational needs, for example, the production of events at the hospital and at other venues.

International transfers

20. If we transfer your personal information outside the country's borders, the transfer will be carried out in accordance with the Privacy Protection Regulations (Transfer of Information to Databases Outside the Country's Borders), 5761-2001, and any other law that applies to such transfer.

Your rights

21. The following is a general explanation of the rights that may apply to our use of your personal information.
22. Please note that for any request you submit to us regarding the exercise of your rights, we will ask for reasonable evidence to verify your identity before processing your request.
23. In addition, we may charge a fee for providing you with a response to your request to exercise your rights, in accordance with the law.
24. Your right to access personal information - You may request to know what personal information we collect about you. If we are unable to provide you with the requested information, we will do our best to explain why.
25. Your right to data portability - You may request that we provide you with a copy of the personal information you have provided to us. If we are unable to provide you with a copy, we will do our best to explain why.
26. Your right to correct inaccurate data - You may request that we update, complete, correct, or delete personal information that is inaccurate or incomplete.

27. Deletion ("the right to be forgotten") - You may request that we delete your personal information. Please note that we cannot restore information after it has been deleted. Even after a deletion request, medical information and certain personal information will be retained in accordance with any law that requires ALYN to do so.
28. Your right to withdraw your consent to the use of your personal information - If we process personal information on the basis of your explicit consent, you are free to withdraw that consent at any time. Withdrawal of consent as stated will not affect the use of your personal information made prior to the date of withdrawal, and it may also prevent the hospital from providing services, including medical services. Your request to withdraw your consent to the use of personal information under this section will be carried out subject to any law that requires ALYN to retain personal information, including medical information.
29. Your right to file a complaint with the Privacy Protection Authority - You have the right to file a complaint with the Privacy Protection Authority if you feel that your rights to the protection of personal information that we process have been infringed. However, we ask that you first try to resolve any question that arises with us, at the email address privacy@alyn.org.

Cookie files and similar technologies

30. A cookie is a small piece of text that a website you visit sends to your browser, notifying the website that your device has connected. While the specific names and types of cookies we use may change from time to time, they generally fall into one of the categories listed below.
31. Most browsers are set to accept cookies, but you can change the settings so that your browser refuses all cookies or certain types of them, and you can also delete existing cookies at any time.
32. Please note that some features of the Uses may not function properly when cookies are disabled or removed.

Type of cookies	Role	Cookies used
Necessary	These cookies allow the website to function properly and cannot be disabled. They enable your access to the site and to its various features.	ASP.NET
Functionality	These cookies remember your preferences in order to help personalize and optimize your user experience.	SU_ID Vimeo

Security	These cookies help us identify and prevent security risks. They may be used to store your session details.	Cloudflare Imperva
Performance/Analytics	These cookies collect analytics data to help us understand how you use our site and to improve the functionality of the site.	Google Analytics (as described in section 13 above)
Third party	These cookies help us identify users and prevent fraud.	Vimeo

Minors

33. We collect minors' personal information only on the basis of the explicit consent of their parents or guardians, as applicable - all in accordance with the law.

Policy changes

34. The privacy policy will be updated from time to time, and it is important to revisit the site occasionally to ensure that you are familiar with the most up-to-date version.

End