

THE HOSTAGES AND MISSING FAMILIES' FORUM

Privacy Policy & Cookie Notice

Last Updated: November 8, 2023

To ensure transparency and give you more control over your personal information, this privacy policy (**Privacy Policy**) governs how we, the Hostages and Missing Families 'Forum Ltd. (CC) I.D. 580775674 (**The Forum**", **we**", **our**" or **us**") use, collect and store personal information that we collect or receive from or about you (**you**") in connection with <https://bringthemhomenow.net/> its subdomains and its related features (the "**Website**"), the services provided therein, and the Forum`s activity (the **Services**").

We greatly respect your privacy, which is why we make every effort to provide a platform that would live up to the highest user privacy standards. Please read this Privacy Policy carefully, so you can fully understand our practices concerning personal data. **Important note:** Nothing in this Privacy Policy is intended to limit in any way your statutory rights, including your rights to a remedy or other means of enforcement.

The Hostages and Missing Families Forum was created in light of the horrific attack by Hamas on Israel on October 7th, in which thousands of innocent civilians were tragically murdered and taken hostage by Hamas. The Forum is volunteer-based and laser-focused on channeling its efforts into various fields with the common objective of returning the missing people to their families ("**Site Purpose**").

This Privacy Policy can be updated from time to time and, therefore, we ask you to check back periodically for the latest version of this Privacy Policy. If we implement material changes in the way we use your information, in a manner that is different from that stated at the time of collection, we will notify you by posting a notice on our Website or by other means and take any additional steps as required by applicable law.

1. WHAT INFORMATION WE COLLECT, WHY WE COLLECT IT, AND HOW IT IS USED

(i) We Process the Following Personal Information:

- a. **When you make use of, or interact with our Services.** We collect personal information that you voluntarily provide:
 - When you subscribe to our newsletter (volunteer and update list): we collect your full name, phone number, and email address so we can send you volunteer offers and other updates regarding the Forum's activities and operations via Email and phone.
 - When you sign a petition: we may collect your full name, phone number, email address, and country to verify the legitimacy of petition signatures and to facilitate communication and engagement related to the petition's cause and Site`s Purpose.
 - When you purchase our products: We may collect your full name, phone number, email address, and complete address to facilitate order processing, delivery, and to provide you with updates related to the Site's Purpose.
 - When you donate: to keep track of donations and maintain communication with our donors.
 - When you contact us. We may collect and process your full name, phone number, and email address, as well as the content of your request/message (including chats on social media).

*For the avoidance of doubt, donations and purchases are processed using third-party payment service providers and donation management providers like JGive, Paybox, The

Charity Center Association, PayBox, Giveback, etc. ("**Third-Party Providers**"). The Forum does not collect or store credit card data or payment information. All payment details are processed by Third-Party Providers under their terms.

- b. **Information automatically collected.** We may automatically collect certain information through your use of the Forum's Services, such as cookies, pixels, tracking technologies and similar identifiers ("**Technologies**"), your Internet protocol (IP) address, and other device identifiers that are automatically assigned to your device, browser type and language, geo-location information, hardware type, operating system, internet service provider and other information about actions taken through the use of the Services and Website.
- c. **Information from Other Sources.** The Forum may also obtain information about you from other sources, including publicly - or commercially- available information, and through third-party data platforms, partners, and service providers.
- d. **Information you provide to us in person.** For example, when you attend one of our events and you provide us with your contact details. We will use this information to answer your inquiries or provide additional information to you.
- e. **Information we collect from online interactions.** For example, if you attend a webinar, contact us via social media, or otherwise interact with us, including as a representative of a current/prospective supplier or partner, we track and make a record of those interactions, which may contain your contact details, such as full name, email address, messages, and any other information that you decide to provide us with.

(ii) **We process information for the following purposes:**

- a. **To provide you with the Services.** We will use the information, including, without limitation, for the following purposes: (i) to provide you the Services and to process your requests (e.g., keep track of donations, verify the legitimacy of petition signatures, send you newsletters via email and phone, and subject to your consent); (ii) communicate with you about your use of the Services and for support purposes (via email and social media); (iii) fulfill any instruction and/or request made by you in the context of the Services; and (iv) to generally administer and improve the Services.
- b. **To allow you to make use of our Website.** We will use your information to allow you to make use of our Website, including, (i) to analyze your use of our Website and to improve our Website; and (ii) to customize your experience.
- c. **For Administrative Purposes.** the Forum may use your information (i) to respond to your questions, comments, and other requests for customer support, or information, including information about potential or future services; (ii) to provide you with the Forum Services; (iii) for internal quality control purposes; (iv) to establish a business relationship; and(v) to generally administer the Forum's Services.
- d. **To Market our Website and Services.** The Forum may use information to market the Forum Services. Such use includes (i) notifying you about volunteer offers and updates regarding the Forum Purpose, that may be of interest to you; (ii) tailored relevant content, advertisements, and offers for you.
- e. **Security purposes.** Some of the abovementioned information will be used for detecting and taking steps to prevent and prosecute fraud or other illegal activity; to identify and repair errors; to conduct audits; and for security purposes. Information may also be used to comply with applicable laws, with investigations performed by the relevant authorities, for law enforcement purposes, and/or to exercise or defend legal claims.
- f. **De-identified and Aggregated Information Use.** In certain cases, we may or will anonymize or de-identify your Information and further use it for internal and external purposes, including, without limitation, to analyze and improve the Forum's services (including through the use of artificial intelligence) and for research purposes. We may use this anonymous or de-identified information and/or disclose it to third parties without restrictions (for example, to improve our services

and enhance your experience with them and/or to develop new product features and improve existing offerings).

- g. **Cookies and Similar Technologies.** We, as well as third parties that provide content, advertising, or other functionality on the Forum Services, use Technologies to automatically collect information through the Services. We use Technologies that are essentially small data files placed on your device that allow us to record certain pieces of information whenever you visit or interact with the Services. If you would like to opt out of the cookies and similar technologies we employ on the Website and Services, you may do so by blocking, deleting, or disabling them as your browser or device permits.

(iii) **The lawful bases we rely on for processing personal information are (if and when applicable):**

- a. The data subject has given consent to the processing of his or her personal data (e.g., subscribing to the newsletter);
- b. Processing is necessary for the performance of a contract to which the data subject is party or to take steps at the request of the data subject before entering into a contract (e.g., signing petitions and making donations); and/or
- c. Processing is necessary for the purposes of the legitimate interest.

2. HOW WE PROTECT AND RETAIN YOUR PERSONAL INFORMATION

- 2.1. **Security.** We have implemented and maintain reasonable technical, organizational, and security measures designed to protect your information. However, please note that we cannot guarantee that the information will not be compromised as a result of unauthorized penetration to our servers. As the security of information depends in part on the security of the computer, device, or network you use to communicate with us and the security you use to protect your user IDs and passwords, please make sure to take appropriate measures to protect this information.
- 2.2. **Retention of your information.** Your information will be stored until we delete our records, and we proactively delete it, or if you send a valid deletion request. Please note that in some circumstances we may store your information for longer periods, for example (i) where we are required to do so under legal, regulatory, tax, or accounting requirements, or (ii) for us to have an accurate record of your dealings with us in the event of any complaints or challenges, and/or (iii) if we reasonably believe there is a prospect of litigation relating to your information or dealings.

3. HOW WE SHARE YOUR PERSONAL INFORMATION

In addition to the recipients described above, we may share your information as follows:

- 3.1. The information the Forum gathers is shared with our partners and other third parties.
- 3.2. We may also share information with our affiliated companies about you.
- 3.3. We may use third-party service providers to process your information for the purposes outlined above, including, without limitation:
 - 3.3.1. With payment service providers and donation management providers (e.g., JGive, Paybox, The Charity Center Association, Jewcer, Jgive)
 - 3.3.2. With providers of petition management tools/sites (e.g., Change.org)
 - 3.3.3. With cloud service providers for hosting purposes (e.g., Microsoft Azure)
 - 3.3.4. With digital advertising platform providers (e.g., Google Ads, Facebook Ads, LinkedIn, X, Outbrain, Taboola)
 - 3.3.5. With integration and automation platform providers (e.g., Make)
 - 3.3.6. With websites and web content creation platforms in order to help us manage our Website (e.g., Kaltura, Webflow);
 - 3.3.7. With email providers, engagement platforms, marketing, CRM, and other similar tool providers (e.g., Monday, Poptin, Smoove, Origami)
 - 3.3.8. With analytic companies, to help us understand and analyze information we collect following this policy (e.g., Google Analytics, Microsoft Clarity).
- 3.4. To the extent necessary, with regulators, courts, banks, or competent authorities, to comply with applicable laws, regulations, and rules (including, without limitation, federal, state, or local laws), and requests of law enforcement,

regulatory and other governmental agencies or if required to do so by court order, as well as for internal compliance procedures and to protect the safety, security, and integrity of the Forum, our Services, customers, employees, property, and the public.

- 3.5. If, in the future, we sell or transfer, or we consider selling or transferring, some or all of our business, shares, or assets to a third party, we will disclose your information to such third party (whether actual or potential) in connection with the foregoing events (including, without limitation, our current or potential investors). If we are acquired by, or merged with, a third-party entity, or in the event of bankruptcy or a comparable event, we reserve the right to transfer, disclose or assign your information in connection with the foregoing events.
- 3.6. Where you have otherwise provided your consent to us for sharing or transferring your information.

4. YOUR PRIVACY RIGHTS

4.1. The following rights (which may be subject to certain exemptions or derogations) shall apply to certain individuals (some of which only apply to individuals protected by specific laws):

- i. You have the right to withdraw consent to the processing, where consent is the basis of processing.
- ii. You have the right to access the personal information that we hold and request further details about how we process it, under certain conditions.
- iii. You have the right to demand the rectification of inaccurate personal information about you. We will promptly correct any information found to be incorrect.
- iv. You have the right to object to unlawful data processing under certain conditions.
- v. You have the right to erasure past data about you (your right to be forgotten”) under certain conditions.
- vi. You have the right to demand that we restrict the processing of your personal information, under certain conditions, if you believe we have exceeded the legitimate basis for processing, the processing is no longer necessary, or if you believe your personal information is inaccurate.
- vii. You have the right to data portability of personal information concerning you that you provided us in a structured, commonly used, and machine-readable format, subject to certain conditions.
- viii. The personal information we collect is not used for automated decision-making and profiling, except for automated processes in the context of marketing. As stated above, you can opt out of direct marketing by Titan by contacting Titan directly or by following the instructions through the unsubscribe options in our email messages.

4.2. You can exercise your rights by contacting us at support@bringthemhomenow.net. You may use an authorized agent to submit a request on your behalf if you provide the authorized agent with written permission signed by you. To protect your privacy, we may take steps to verify your identity before fulfilling your request. Subject to legal and other permissible considerations, we will make every reasonable effort to honor your request promptly under applicable law or inform you if we require further information in order to fulfill your request. When processing your request, we may ask you for additional information to confirm or verify your identity and for security purposes, before processing and/or honoring your request. We reserve the right to charge a fee where permitted by law, for instance, if your request is manifestly unfounded or excessive. If your request would adversely affect the rights and freedoms of others (for example, would impact the duty of confidentiality we owe to others) or if we are legally entitled to deal with your request in a different way than initially requested, we will address your request to the maximum extent possible, all under applicable law.

4.3. **Marketing emails – opt-out:** You may choose not to receive promotional or marketing emails of this type by clicking on the “unsubscribe” link in the emails that you receive from us. Please note that even if you unsubscribe from our promotional or marketing emails, we may continue to send you service-related updates and notifications or reply to your queries and feedback you provide us. Please note that even if you opt-out, we may still use and share your Personal Data with third parties for non-marketing purposes (for example to provide our Services,

fulfill your requests, communicate with you and respond to your inquiries, etc.). In such cases, the companies with whom we share your Personal Data are authorized to use your Personal Data only as necessary to provide these non-marketing services.

5. International transfers of Personal Data

- a) We store personal data with the following storage companies: Microsoft Azure.
- b) To run our activity and provide our Website and Services to you, we transfer personal data to certain countries around the world, including to our affiliates and service providers, many of whom are located outside of your jurisdiction. Therefore, your personal data may be processed in countries with privacy laws that are different from privacy laws in your country. Whenever we make such transfers, we will use commercially reasonable efforts to implement an appropriate level of protection for your personal data by implementing at least one of the following safeguards:
 - i. making sure the destination country has been deemed to provide an adequate level of protection for personal data; and/or
 - ii. by executing and implementing data onward transfer instruments such as data processing and protection agreements.

6. **USE BY CHILDREN.** We do not offer our products or services for use by children and, therefore, we do not knowingly collect information from, and/or about children under the age of 18. If you are under the age of 18, do not provide any information to us without the involvement of a parent or a guardian. If we become aware that you provide information in violation of applicable privacy laws, we reserve the right to delete it. If you believe that we might have any such information, please contact us at support@bringthemhomenow.net

7. **INTERACTION WITH THIRD PARTY PRODUCTS.** We enable you to interact with third-party websites, mobile software applications, and products or services that are not owned, or controlled, by us (each, a “**Third Party Service**”). We are not responsible for the privacy practices or the content of such Third-Party Services. Please be aware that Third Party Services can collect information from you. Accordingly, we encourage you to read the terms and conditions and privacy policies of each Third-Party Service.

8. ANALYTIC TOOLS/COOKIES

Google Analytics. The Website uses a tool called “**Google Analytics**” to collect information about the use of the Website. Google Analytics collects information such as how often users visit this Website, what pages they visit when they do so, and what other websites they used before coming to this Website. We use the information we get from Google Analytics to maintain and improve the Website and our products. We do not combine the information collected through the use of Google Analytics with the information we collect. Google’s ability to use and share information collected by Google Analytics about your visits to this Website is restricted by the Google Analytics Terms of Service, available at <https://marketingplatform.google.com/about/analytics/terms/us/>, and the Google Privacy Policy, available at <http://www.google.com/policies/privacy/>. You may learn more about how Google collects and processes data specifically in connection with Google Analytics at <http://www.google.com/policies/privacy/partners/>. You may prevent your data from being used by Google Analytics by downloading and installing the Google Analytics Opt-out Browser Add-on, available at <https://tools.google.com/dlpage/gaoptout/>.

9. Cookie Notice.

We use in our Site cookies and similar files or technologies to automatically collect and store information about your computer, device, and Site usage, in order to improve their performance and enhance your user experience. We use the general term “**cookies**” in this notice to refer to these technologies and all such similar technologies that collect information automatically when you are

using our Site where this notice is posted. You can find out more about cookies and how to control them in the information below.

If you do not accept the use of these cookies, please disable them using the instructions in this cookie notice ("**Cookie Notice**") or by changing your browser settings so that cookies from this Site cannot be placed on your computer or mobile device. Important: disabling cookies on this Site may impair certain Site features.

What is a cookie?

Cookies are computer files containing small amounts of information which are downloaded to your computer or mobile device when you visit a website. Cookies can then be sent back to the originating website on each subsequent visit, or to another website that recognizes that cookie. Cookies are widely used in order to make websites work, or to work more efficiently, as well as to provide information to the owners of the website.

Cookies do lots of different jobs, like letting you navigate between pages efficiently, remembering your preferences, and generally improving the user experience. Cookies may tell us, for example, whether you have visited our Site before or whether you are a new visitor.

There are two broad categories of cookies:

- **First party cookies**, served directly by us to your computer or mobile device.
- **Third party cookies**, which are served by a third party on our behalf. We use third party cookies for functionality, performance / analytics, marketing, and other technologies and social media purposes. The third-party cookies are outside of our control. The third parties may, at any time, change their terms of service, purpose and use of cookies, etc. See below additional information on how to manage such cookies.

Cookies can remain on your computer or mobile device for different periods of time. Some cookies are 'session cookies', meaning that they exist only while your browser is open. These are deleted automatically once you close your browser. Other cookies are 'permanent cookies', meaning that they survive after your browser is closed. They can be used by websites to recognize your computer when you open your browser and browse the Internet again.

Web beacons:

Cookies are not the only way to recognize or track visitors to a website. We may use other, similar technologies from time to time, like web beacons (sometimes called "tracking pixels" or "clear gifs"). These are small graphics files that contain a unique identifier that enable us to recognize when someone has visited our Site. This allows us, for example, to monitor the traffic patterns of users from one page within our website to another, to deliver or communicate with cookies, to understand whether you have come to our website from an online advertisement displayed on a third party website, to improve website performance and to measure the success of email marketing campaigns. In most instances, these technologies are reliant on cookies to function, and therefore declining cookies prevents them from functioning.

Targeted advertising

Third parties may drop cookies on your computer or mobile device to serve advertising through our Site. These companies may use information about your visits to this and other websites in order to provide relevant advertisements about goods and services that you may be interested in. They may also employ technology that is used to measure the effectiveness of advertisements. The information collected through this process does not enable us or them to identify your name, contact details or other personally identifying details unless you choose to provide these to us.

How do we use cookies?

We use cookies to:

- track traffic flow and patterns of travel in connection with our Site;

- understand the total number of visitors to our Sites on an ongoing basis and the types of internet browsers (e.g. Chrome, Firefox, Safari, or Internet Explorer) and operating systems (e.g. Windows or Mac) used by our visitors;
- monitor the performance of our Site and to continually improve it; and
- customize and enhance your online experience.

What types of cookies do we use?

The types of cookies used by us in connection with the Site can be considered 'essential website cookies', 'functionality cookies', 'analytics and performance cookies', 'marketing', and 'other technologies'. We've set out some further information below, and the purposes of the cookies we set in the following table.

a. Cookies necessary for essential website purposes

These cookies are essential to provide you with services available through this Site and to use some of its features, such as access to secure areas. Without these cookies we will not be able to provide services that you require, such as transactional pages and secure login accounts.

Cookie name	Source	Expiry	Purpose
poptin	Poptin	2 years	Forms and pop-ups

b. Functionality Cookies

These cookies record information about choices you've made and allow us to tailor the website to you. These cookies allow us to provide you with our services in the way in which you have required, as you continue to use or come back to our Site. For example, these cookies allow us to:

- Save your location preference if you have set your location on the homepage in order to receive a localized information;
- Remember settings you have applied, such as layout, text size, preferences, and colors;
- Show you when you are logged in; and
- Store accessibility options.

Cookie name	Source	Expiry	Purpose
Kms	Kaltura	2 years	Video repository
Quorum	Quorum	2 years	Send a letter to congress demanding the release of the hostages

finsweet	finsweet	2 years	This cookie is set by the cookie compliance solution
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c. Performance / Analytics Cookies

We use performance/analytics cookies to analyze how the website is accessed, used, or is performing. We do this in order to provide you with a better user experience and to maintain, operate and continually improve the Site. For example, these cookies allow us to:

- Better understand our website visitors so that we can improve how we present our content;
- Test different design ideas for particular pages, such as our homepage;
- Collect information about Site visitors such as where they are located and what browsers they are using;
- Determine the number of unique users of the Site;
- Improve the Site by measuring any errors that occur; and
- Conduct research and diagnostics to improve product offerings.

Cookie name	Source	Expiry	Purpose
_ga	Google Analytics	2 years	Tracks and reports website traffic.
_gid	Google Analytics	24 hours	Tracks and reports website traffic.
_gat	Google Analytics	1 minute	Used to throttle request rate.

MUID	Microsoft Clarity	1 year	Identifies unique browsers.
ANONCHK	Microsoft Clarity	10 minutes	Indicates whether to collect data.
CLID	Microsoft Clarity	1 year	Identifies the first-time Clarity saw this user on any site using Clarity.

d. Marketing

We use marketing cookies to deliver many types of targeted digital marketing. We do this in order to provide you with a better user experience and to maintain, operate and continually improve the Site. The cookie store user data and behavior information, which allows advertising services to target audience according to variables. For example, these cookies allow us to:

- Observe the site performance and generate retargeting (Site retargeting, search retargeting, etc); and
- Maintain and improve the Site and our products.

Cookie name	Source	Expiry	Purpose
_gcl_au	Google Ads	90 days	Used for AdSense.

_fbp	Facebook Ads	3 months	Used by Facebook to deliver ads.
fr	Facebook Ads	3 months	Used for ad delivery or retargeting.
T_gid t_pt_gid	Taboola Ads	2 years	Used by Taboola to deliver ads or retargeting.
Obca_vid Obca_sid obca_data	Outbrain Ads	2 years	Used by Outbrain to deliver ads or retargeting.
bcookie	LinkedIn Ads	2 years	Browser Identifier Cookie for ads.
lids	LinkedIn Ads	1 day	Used for routing ads.

Twitter	Twitter Ads	2 years	Used by Twitter/X to deliver ads or retargeting.
_gid	DV	2 years	Used by DV to deliver ads or retargeting.

How to control or delete cookies

You may have the right to decide whether to accept or reject cookies. When you access our Site, you are presented with a cookie consent mechanism that allows you to accept or reject cookies that are not essential cookies. You may also control cookies by setting your browser to turn off cookies as described further below. If you turn off cookies, web beacon and other technologies will still detect your visits to our Site; however, they will not be associated with information otherwise stored in cookies

As another way of controlling cookies, most browsers allow you to change your cookie settings. These settings will typically be found in the "options" or "preferences" menu of your browser. In order to understand these settings and learn how to use them, please consult the "Help" function of your browser, or the documentation published online for your particular browser type and version. However, please note that if you choose to refuse cookies you may not be able to use the full functionality of our Site. The following pages have information on how to change your cookies settings for the different browsers:

- [Cookie settings in Chrome](#) and [Chrome mobile](#)
- [Cookie settings in Firefox](#) and [Firefox mobile](#)
- [Cookie settings in Internet Explorer](#) and [Microsoft Edge](#)
- [Cookie settings in Safari](#) and [Safari mobile](#)
- [Cookie settings in iOS](#)
- [Cookie settings in Opera](#)
- [Cookie settings in Apple Safari](#)

If you use another browser, you can check if the procedure for your browser is mentioned in [this explanatory website or here](#).

To opt out of being tracked by Google Analytics across all websites, visit [here](#).

Third Party Websites' Cookies

When using our Site, you may be directed to other websites for such activities as to make donations or sign petitions. These websites may use their own cookies. We do not have control over the placement of cookies by other websites you visit, even if you are directed to them from our Site.

If you use the buttons that allow you to share products and content with your friends via social networks like Google, X, Instagram, TikTok, and Facebook, these companies may set a cookie on your computer memory. Find out more about these here:

<https://www.facebook.com/about/privacy>
<http://twitter.com/privacy>
<http://www.google.com/intl/en-GB/policies/privacy>
<https://www.tiktok.com/legal/page/row/privacy-policy/en>
https://help.instagram.com/519522125107875/?helpref=uf_share

Need More Information?

If you would like to find out more about cookies and their use on the Internet, you may find the following link useful: [All About Cookies](#)

Cookies that have been set in the past

If you have disabled one or more Cookies, we may still use information collected from cookies prior to your disabled preference being set, however, we will stop using the disabled cookie to collect any further information.

10. **CONTACT US.** If you have any questions, concerns or complaints regarding our compliance with this Privacy Policy or the Cookie Notice and the data protection laws, or if you wish to exercise your rights, we encourage you to first contact us at support@bringthemhomenow.net