



Policy: Privacy Policy (consumer)

Israel

January 2015

Purpose

Dyson Limited and its group companies (collectively referred to in this policy as “Dyson”) is committed to ensuring that the privacy of our customers, business partners and other visitors to our websites is protected.

This privacy policy explains what personal information we collect, how we use it and your ability to ask that it is updated or amended and sets out the procedures that we have in place to safeguard your privacy.

By submitting your information (please see paragraph 1 below) you consent to the use of that information as set out in this policy.

If we change our privacy policy, any changes will be posted on this page without notification.

Questions regarding this privacy policy should be directed to our official partners, BNZC.

Scope

The Privacy Policy applies to data collected by Dyson through the Dyson website and any associated applications which we operate and in which we post a direct link to this policy.

Policy

1 What Personal Data do we collect about you

On Dyson websites you can order and register products, request information, access product information and support materials and contact us. We may collect information about you such as your name, address, telephone number and email address; if you buy a product online, we will also collect your payment information and delivery details.

The information that we collect about you may be supplemented with information that you provide to us through other Dyson services and at events that showcase Dyson products.

When you use our websites we may also collect “cookies” which are small text files that websites save onto your computer via your web browser. They’ve been around since the mid-1990’s and are one of the most widely used technologies on the internet.

Many essential website functions rely on cookies (such as online shopping) and they make it possible for you to receive information and advertising online which may be interesting to you.

The cookies that we use at Dyson don't collect any personal information about you and they can't harm your computer, tablet or mobile phone. By using this website, you accept that Dyson may set cookies on your computer or mobile device.

2 What do we do with the information we collect?

Dyson use your personal information to provide you with information, products or services that you have requested as well as to provide ongoing service and support for your Dyson product.

Unless you have informed us that you do not want to receive marketing material, we may periodically contact you to tell you about new Dyson products and services.

We may also perform statistical analyses of user behaviour on our websites (e.g. by analysing the website usage gathered passively from all users)

3 With whom do we share information?

We may share your information with third party providers and suppliers (including distributors and resellers, independent repair centres and service engineers) providing products or services on our behalf.

We expect all third party service providers and suppliers to apply the same level of privacy protection as is contained in this privacy policy. They are required to keep confidential any information received under any arrangement with Dyson and may not use it for any purpose other than as originally intended.

We will also share your information if required to do so by law, including in response to a legal process, such as a court order or subpoena, or to comply with other federal, state or local laws.

We may also disclose statistical data in aggregate form such as 50% of customers buy spares accessories online), this data will not include any personal identifiable information.

Except as described in this Privacy Policy, Dyson will not sell or rent your information to others.

4 Will we transfer your information overseas?

We may transfer your information (covered by this policy) to any country in which Dyson or its service providers maintain facilities.

In accordance with applicable law, any transfer overseas will require contractual arrangements to ensure that information is subject to an adequate level of protection as defined by European Data Protection Law (which includes the US under a Safe Harbor agreement). By submitting your personal information to Dyson, you consent to such transfer as part of the processing of your personal information.

5 What opt out rights and, rights to obtain details of the information we hold, do you have?

If you want to opt out of being contacted by Dyson (or its agents) about our products and services, you may either do so at the time you provide us with your contact details, or at any time by:

- Using the unsubscribe option included in all our email correspondence, or
- Sending an email to info@bnzc.co.il
- Writing to us at:

רח' אודם 6
קרית-מטלון
פתח תקווה
ישראל 4591789

and stating that you no longer wish to receive such communications.

We will provide a response to your request for information within 30 days. To make such a request, send an email to info@bnzc.co.il

If any of the information that you have provided to Dyson changes, for example if you change your e-mail address, name or postal address, please let us know the correct details by an e-mail to info@bnzc.co.il

How can I update or remove the information that you hold about me?

We retain your information for as long as needed to provide services and support for your Dyson product. During this time you can ask us to update, amend or remove the information that we hold about you, by submitting a request to info@bnzc.co.il

6 Links to third party websites?

As a service to you, we may provide links to websites operated and controlled by third parties that have their own information collection practices. Dyson are not responsible for their information collection practices or for the content of their sites and we encourage you to review carefully the privacy policies of all websites, including those websites which can be accessed from this site.

We do not endorse or make any representations about third party web sites.

7 What kind of security is used to protect your information?

Dyson is committed to taking reasonable efforts to secure the personal information that you choose to provide to us using industry standard controls including Physical and IT Security Controls. In addition the access, management and handling of confidential information is subject to targeted controls, restricting access to those only with a legitimate purpose.

8 Contact and Questions

If you have any further questions or concerns please contact; info@bnzc.co.il

We will refer your query to our Privacy and Data Protection Team who will contact you if we require additional information before resolving your query.

9 Changes to this Policy

Dyson will review and update the Privacy Policy periodically and will note the data of its most recent revision above.