



**Kornit  
Digital**  
bonding  
matters

## **KORNIT PRIVACY POLICY**

This privacy policy (“Privacy Policy”) governs how we, Kornit Digital Ltd., and our affiliates and subsidiaries (“Kornit”, “we”, “our” or “us”), use Personal Information (defined below) that we collect, receive and store about individuals in connection with the use of: (i) the website [www.kornit.com](http://www.kornit.com), our e-com website available at <https://kornitstore.com/> (“e-com Site”), our KISS website available at <https://kiss.kornit.com>, our Konnect website and App., our support website available at <https://support.kornit.com/> (“Support Site”), and any other website that we operate (e.g., [Custom Gateway's website](#)) (each, together with its sub-domains, content and services, a “Site”, collectively, the “Sites”); (ii) any services we provide (such services, including without limitation the Site, any software-as-a-service, and support or maintenance services, the “Services”); (iii) software applications we license (“Software”); (iv) products we sell or provide (such products, including without limitation, Software, the “Products”) and (v) any other information that we collect or receive from or about you (“you”) during the ordinary course of our business.

1. **Introduction.** We have implemented this Privacy Policy because your privacy, and the privacy of other users, is important to us. This Privacy Policy explains our information practices and the choices you can make about the way your Personal Information is collected and used in connection with our Products and Services and our business activity. “Personal Information” means any information that may be used, either alone or in combination with other information, to personally identify an individual, including, but not limited to, a first and last name, a personal profile, an email address, a home or other physical address, or other contact information.
2. **Terms and Conditions.** This Privacy Policy forms part of our Terms of Use for the Site, and the terms and conditions for the license, sale and use of any of our Services or Products (collectively, “Terms”), which are available at [www.Kornit.com](http://www.Kornit.com) or at any other website that our affiliates and subsidiaries operate (e.g., Custom Gateway's terms of use are available [here](#)). Any capitalized but undefined term in this Privacy Policy shall have the meaning given to it in the Terms.
3. **Consent and Modification.** You are not legally obligated to provide us Personal Information, and you hereby confirm that providing us Personal Information is at your own free will. If you do not agree to this Privacy Policy, please do not access or otherwise use the Products and Services (as applicable). We reserve the right, at our discretion, to change this Privacy Policy at any time. Such change will be effective ten (10) days following posting of the revised Privacy Policy on the Site, and your continued use of the Services thereafter means that you accept those changes.
4. **What Personal Information We Collect, How We Collect It** and our Legal Basis for the Processing of your Personal Information (GDPR only, if applicable). We do not currently require you to provide Personal Information in order to have access to general information available on certain portions of the Site, except as set forth below. We do receive and/or collect Personal Information from you in the following ways:
  - a. **Account.** In order to use certain services that we offer via the Services, including without limitation, access to support services located at the Support Site, registration to and operation of the Konnect website and App. or the KISS website, which requires the phone number and email address of the website admin and users, accessing and purchasing products in the e-com Site, sign-up/login to Custom Gateway's website or otherwise required for the use of the Site and/or Services, you may be required to create an account (“Account”). If you create an Account you will be required to provide us with certain information, such as your name, user name, email address, the Product and/or Service you have purchased or are interested in purchasing, the name of your company name, your job title, your company’s address and country, and your work phone number, as well as a password that you will use for your Account (“Account Information”). In some cases, you may also choose to provide additional

**Kornit Digital Ltd. (Head Office)**

12 Ha'Amal St., Afek Park, Rosh-Ha'Ayin 48092, Israel

Tel: +972.3.908.5800 | Fax: +972.3.908.0280 | Email: [kornit@kornit.com](mailto:kornit@kornit.com)



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Personal Information as part of the Account registration process and in connection with your ongoing use of your Account and/or the Site. We may send you an e-mail to the e-mail address you submit to confirm your registration. If you choose not to create an Account, you may not be able to access or use certain features of the Products or Services, including without limitation the Support Site, the e-com Site, the Konnect website and App. or certain parts of Custom Gateway's website. We recommend that you keep your account details and password separate and secured and that you will not allow your browser to store your password. Kornit is not responsible to any damage that may be caused due to account and/or password breach. Kornit is not responsible to any damage that may be caused due to account and/or password breach. Our legal basis is, as applicable, on our legitimate interest (e.g., to create an Account) and/or on the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract.

- b. 'Contact Us' Information. If you send us a "Contact Us" or other request, including a support request or any other enquiry in connection with our Products and Services, whether by submitting an online form that we make available, chatting with us on the Site or by sending an email to an email address that we display, you may provide us with certain information such as your name, email address, company name, country, and work phone number or any other information that you decide to provide us. Our legal basis is, as applicable, our legitimate interest (e.g., we collect such Personal Information in order to receive and respond to your request) and/or on the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract. We may also use such information in order to send you marketing materials. If we do, our legal basis is consent or our legitimate interest in the context of B2B communications.
- c. Request for Quote and Book a Demo. The Services may enable you to request a price quote for Products or parts (for example through the use of our E-Catalog) and/or to book a demo. When you complete a request for a quote or a demo, you are be required to provide certain information such as your full name, your email address, a billing address or shipping address or any other information that we need in order to fulfill your request. Our legal basis is, as applicable, our legitimate interest (e.g., we collect such Personal Information in order to receive and respond to your request for quote) and/or on the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract. We may also use such information in order to send you marketing materials. If we do, our legal basis is consent or our legitimate interest in the context of B2B communications.
- d. Konnect System. The Konnect Software (website and and App.) collects the user's computer name and may collect data such as operational, technical and usage information of the user. In addition, we use tracking technologies in order to analyze users' behavior within Konnect – for additional details please see the Cookies and Tracking Technologies sections below. The use of tracking technologies within Konnect may be performed on an identifiable personal data, this when the user or account name or other details such as computer name or IP address are connected with an identified individual.
- e. Purchases. Some of our Sites (such as the e-com Site or Custom Gateway Site) can be used to place an order and pay for our Products or Services. All transactions made through the e-com Site are paid through payment processing vendor, PayMe Ltd. If you purchase products and/or services from the e-com Site, PayMe will process your payment and collect certain information to process your payment, such as your credit card, ID or bank account information. Custom Gateway processes payments through a third-party vendor named Trust Payments. You agree to review and be bound by the terms of use and privacy policy of the abovementioned vendors. For example, for more information on PayMe's terms and privacy policy, please refer to PayMe's website: [www.paymeservice.com](http://www.paymeservice.com). Kornit has no

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responsibility regarding the processing of the payment, and the collection and processing of your information thereof. Our legal basis is the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract. In addition, upon registration to the e-com Site, you will be requested to provide your consent to receive from us direct marketing communications. Such communications are facilitated by a third-party marketing automation tool (Sales Manago) which resides in EU and will have access to your information.

- f. Newsletters/Updates: Our Services allow you to provide your contact details in order for us to send you our updates, cases studies and other marketing-related materials and communications. For this, we rely, as applicable, on our legitimate interest or on your consent.
- g. Other Personal Information for Marketing Purposes: We collect your Personal Data such as your full name, your email address, your position and the name of the company you work for when you exchange business cards with us or attend a marketing event (e.g., a webinar) and provide us with your Personal Information. For this, we rely, as applicable, on our legitimate interest or on your consent.
- h. Social Media Profiles: We collect your Personal Information such as, without limitation, your full name, your email address and any other publicly available information on your social media profiles in order to reply to any of your requests or questions and/or establish a business connection with you. Depending on the context, we will use as a legal basis our legitimate interest or your consent (e.g., if we want to send you marketing-related communication with such information).
- i. Personal Information of our customers, service providers, resellers, distributors, agents and/or finders: We collect the contact details (e.g., full name, email address, phone number, company name and any other information that you decide to provide us) of our customers, service providers, resellers, distributors, agents and/or finders in order to contact them during the ordinary course of our business and perform the applicable agreement. Our legal basis is, as applicable, the processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract and/or our legitimate interest (e.g. to perform the contract, send contract-related communications) and/or compliance with a legal obligation (e.g. tax laws, bookkeeping laws, etc.).
- j. Log Files. We make use of log files. The information inside the log files includes internet protocol (IP) addresses, type of browser, Internet Service Provider (ISP), date/time stamp, referring/exit pages, clicked pages and any other information your browser may send to us. We may use such information to analyze trends, diagnose problems with our servers, administer the Services and the Site, track users' movement around the Services, identify you for the duration of a session and gather demographic information.
- k. Clickstream Data. As you browse the Internet, a trail of electronic information is left at each web site you visit. This information, which is sometimes called "clickstream" data, can be collected and stored by a web site's server. Clickstream data can tell us the type of computer and browsing software you use, the address of the web site from which you linked to the Web Site, and in some instances, your e-mail address. We may use clickstream data to determine how much time visitors spend on each page of the Site and how they navigate through the Site.
- l. Because we rely on third party commercial software and programs to operate our servers, we may inadvertently collect personal information due to certain automatic functions or features contained in such software or due to certain software changes or upgrades. We will use reasonable efforts to remove any such information after we discover such information in our system.
- m. Cookies and Other Tracking Technologies. Our Services utilize "cookies," anonymous identifiers and other tracking technologies in order to for us to provide our Services and present you with information



that is customized for you. A “cookie” is a small text file that may be used, for example, to collect information about activity on the Services. Certain cookies and other technologies may serve to recall Personal Information, such as an IP address, previously indicated by a user. Most browsers allow you to control cookies, including whether or not to accept them and how to remove them. You may set most browsers to notify you if you receive a cookie, or you may choose to block cookies with your browser. For further information about deleting or blocking cookies, please visit: <http://www.aboutcookies.org/Default.aspx?page=2>. In addition, where applicable, the Site may offer you the choice to opt out of use of Cookies on the Site. Certain services and portions of the Site may require Cookies and you may not be able to access those services or portions of the Site if you opt out of use of Cookies. Certain cookies (e.g., essential cookies) do not require your consent. However, if required by the laws that apply to you, we will request your consent before placing other types of cookies on your device (e.g., analytical or marketing cookies).

- n. Mobile Device Data. We may collect limited information from your mobile device in order to provide our Services or improve our Products. Such information may include your mobile device type, mobile device id, and date and time stamps of your use of our Services. In addition, we may deploy tracking technologies within the Services to help us gather aggregate statistics, but we will not use Personal Information for such purposes.
  - o. Google Analytics and Other Analytic Tools. The Products and Services may use a tool called “Google Analytics” to collect information about use of the Service. Google Analytics collects information such as how often users visit or use a Site or other Services or Products, what pages they visit when they do so, and what other websites they visited prior to coming to the Site. We use the information collected through Google Analytics to maintain and improve our Services and Products. We do not combine the information collected through the use of Google Analytics with personally identifiable information. Google’s ability to use and share information collected by Google Analytics about your visits to and use of the Service is restricted by the Google Analytics Terms of Service, available at <http://www.google.com/analytics/terms/us.html>, 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/>. We reserve the right to use other analytic tools.
  - p. Public Facebook profile data. We may collect public data which appears on Facebook profile of data subjects that connect with us via Facebook. In addition, you may also actively submit to us additional data through Facebook if you choose to do so.
5. The Way We Use Personal Information. If you submit or we collect Personal Information through the Services, then we may, in addition to the uses described above, use such Personal Information in the following ways, via any applicable communication channel, including e-mail, SMS, etc.:
- a. We will use your Personal Information to provide and improve our Products and Services, for analysis purposes, to send you marketing/advertisement communications that we believe may be of interest to you, to contact you in connection with our Products and Services and certain programs or offerings that you may have registered for, and to identify and authenticate your access to the parts of the Services that you are authorized to access.
  - b. We may use your designated email address to: (i) send you updates or news regarding our Products and Services; and/or (ii) respond to a “Contact Us”, administrative request (for example, to change your



password) or other request. Some of our communications with you are managed through a third-party marketing automation tool (Sales Manago).

- c. We may use Personal Information and/or Payment Information to charge you or collect payment for Products and Services you have ordered or to provide you with a price quote for a Product or Service.
- d. We transfer your Personal Information to our local or foreign subsidiaries or affiliated companies with whom we jointly offer our Services for the purpose of storing or processing such information on our behalf. Such information may be transferred to other countries (including without limitation, the U.S.). We require that these parties agree to process such information in compliance with our Privacy Policy and Intra-group data processing agreement.
- e. We share your Personal Information with our third-party service providers (e.g., cloud services providers such as Microsoft, Sales Manago, marketing automation tool) and partners for the sole purpose of such third parties assisting us with our business operations and to provide our Services to you and other users. Custom Gateway shares your personal information with service providers such as Amazon (whose servers are located in the UK) for storage purposes and Zoho (whose servers are located in the EU) for organizational and marketing purposes. Such information may be transferred to other countries. We use commercially reasonable efforts to only engage or interact with third party service providers and partners that post a privacy policy governing their processing of Personal Information, to limit the information provided to service providers to that which is reasonably necessary for them to perform their functions, and to require them to agree to maintain the confidentiality of such information and to comply with applicable data privacy legislation.

The above sharing of data may include transfer to or access from a country outside your country of residence, subject to an agreement applying the requirements of the applicable data privacy laws. E.g., the transfer of information to Azure Microsoft cloud in the EU, the transfer of information to the Sales Manago marketing automation tool in the EU, etc.

- f. We may disclose your Personal Information or any information you submitted via our Products or Services if we have a good faith belief that disclosure of such information is helpful or reasonably necessary to: (i) comply with any applicable law, regulation, legal process or governmental request; (ii) enforce our Terms, including investigations of potential violations thereof; (iii) detect, prevent, or otherwise address fraud or security issues; or (iv) protect against harm to the rights, property or safety of Kornit, our users, yourself or the public.
6. Use of Anonymous Information. We may use Anonymous Information (as defined below) or disclose it to third party service providers in order to improve our Products or Services and enhance your experience with our Products and Services. We may also disclose Anonymous Information (with or without compensation) to third parties, including advertisers and partners. “Anonymous Information” means information which does not enable identification of an individual user, such as aggregated information about the use of our Services.
  7. Profiling. We may process your Personal Information for profiling of our customers for marketing and sales processes.
  8. Opting Out. You may choose not to receive future promotional, advertising, or other Products or Services-related emails from us by selecting an unsubscribe link at the bottom of each email that we send. Please note that even if you opt out of receiving the foregoing emails, we may still send you a response to any “Contact Us” request as well as administrative emails (for example, in connection with a password reset request) that are necessary to facilitate your use of the Services.
  9. Choice. At all times, you may choose whether or not to provide or disclose Personal Information. If you choose not to provide mandatory Personal Information, you may still visit parts of the Services but you may be unable to access certain options, programs, offers, and services that involve our interaction with you.



10. **Data Subject Rights.** 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 the GDPR):
- Right of access - You have the right to ask us for copies of your Personal Information.
  - Right to rectification - You have the right to ask us to rectify Personal Information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.
  - Right to erasure - You have the right to ask us to erase your Personal Information in certain circumstances.
  - Right to restriction of processing - You have the right to ask us to restrict the processing of your Personal Information in certain circumstances.
  - Right to object to processing - You have the right to object to the processing of your Personal Information in certain circumstances.
  - Right to data portability - You have the right to ask that we transfer the Personal Information you gave us to another organisation, or to you, in certain circumstances.
  - Right to lodge a complaint - You have the right to lodge a complaint with your local data protection supervisory authority (i.e., your place of habitual residence, place or work or place of alleged infringement) at any time or before the relevant institutions in your place of residence. We ask that you please attempt to resolve any issues with us before you contact your local supervisory authority and/or relevant institution.

You are not required to pay any charge for exercising your rights. Please contact us at [legal@kornit.com](mailto:legal@kornit.com) or by dialing: +972-3-5148573 if you wish to make a request. Your email should include adequate details of your request.

If the data protection legislation which applies to you, includes additional data subject rights, including the right to request additional information about data collection, right to request information about sales and disclosures and the right not to be discriminated against for exercising CCPA rights, you may exercise those by addressing us as aforesaid. All verifiable Users requests will be handled within the timeframe and subject to exceptions set under the applicable law.

11. **Links to and Interaction with Third Party Products.** The Products and Services may enable you to interact with or contain links to your Third-Party Account and other third-party websites, mobile software applications and 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 may collect Personal Information from you. Accordingly, we encourage you to read the terms and conditions and privacy policy of each Third-Party Service that you choose to use or interact with.
12. **Children’s Privacy.** Our Products and Services are not structured to attract children under the age of 13 years. Accordingly, we do not intend to collect Personal Information from anyone we know to be under 13 years. Because our software does not automatically distinguish visitors under 13 from other visitors, we require users under 13 years of age to obtain the consent of a parent, guardian, teacher, or librarian to view the Site. If we learn that we have collected Personal Information from a child under 13 years, we will delete that information as quickly as possible. If you believe that we might have any such information, please contact us at [legal@kornit.com](mailto:legal@kornit.com).
13. **Security.** We take security very seriously and follow generally accepted industry standards and applicable rules, to protect the Personal Information submitted to us. However, no method of transmission over the Internet, or method of electronic storage, is 100% secure. We cannot guarantee its absolute security or confidentiality and users of the Site use the Site at their own risk. If you have any questions about security, you can contact us at [legal@kornit.com](mailto:legal@kornit.com).



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14. Merger, Sale or Bankruptcy. In the event that 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 or assign Personal Information in connection with the foregoing events.
15. California Privacy Rights. California Civil Code Section 1798.83 permits our customers who are California residents to request certain information regarding our disclosure of Personal Information to third parties for their direct marketing purposes. Without derogating from rights that you may have under the CCPA, you may make such a specific request, by sending us an email to [legal@kornit.com](mailto:legal@kornit.com). Please note that we are only required to respond to these specific requests one request per customer each year.
16. California Access Rights. In addition to general data subject rights specified in Section 10 above, under California Consumer Privacy Act, California residents can request access to the Personal Information collected about them in the last 12 months. Such request should be made by sending an email to [legal@kornit.com](mailto:legal@kornit.com) or by dialing: +972-3-5148573. Verifiable consumers requests shall be addressed, and data will be provided in a portable format, within 45 days, subject to exceptions set in the CCPA.
17. Our California Do Not Track Notice. We do not track consumers over time and across third party websites and therefore do not respond to Do Not Track signals. We do not allow third parties to collect personally identifiable information about an individual consumer's online activities over time and across different web sites when a consumer uses the Services.
18. Deletion of Content from California Residents. If you are a California resident under the age of 18 and a registered user, California Business and Professions Code Section 22581 permits you to remove content or Personal Information you have publicly posted. If you wish to remove such content or Personal Information and you specify which content or Personal Information you wish to be removed, we will do so in accordance with applicable law. Please be aware that after removal you will not be able to restore removed content. In addition, such removal does not ensure complete or comprehensive removal of the content or Personal Information you have posted and that there may be circumstances in which the law does not require us to enable removal of content.
19. Commitment. We are committed to protecting your privacy. Protecting your privacy online is an evolving area, and we are constantly evolving our Products, Services and practices, to meet these demands. If you have any comments or questions regarding our Privacy Policy, or your Personal Information that we may be storing and using, please contact us at [legal@kornit.com](mailto:legal@kornit.com).
20. Our Contact Details. 12 Ha`Amal St., Afek Park, Rosh-Ha`Ayin 4809246, Israel Tel: +972.3.908.5800, [legal@kornit.com](mailto:legal@kornit.com).

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