

Synovia - Website Privacy Policy

Last Revised: August 21, 2025

Synovia Technologies Ltd. (the “**Company**”, “**we**” or “**Synovia**”) respects the privacy of its customers, potential customers and website users (collectively, the “**User(s)**” or “**you**”) and is committed to protect its Users’ personal information. We believe that you have a right to know our practices regarding the information we may collect and use about you when you use our website at <https://www.wishpro-global.com/> including its sub-domains (collectively, the “**Site**”), or when contact us and/or purchase our products.

Please read the following carefully to understand Synovia’s views and practices regarding your personal information and how Synovia will treat it.

Capitalized terms which are not defined herein, shall have the meaning ascribed to them in our terms of use available at: <https://www.wishpro-global.com/> (“**TOU**”), into which this Privacy Policy is incorporated by reference.

1. Your consent (important, please read carefully!)

This Privacy Policy (“**Privacy Policy**”) details how your Personal Information collected via the Site, or otherwise when you contact us or purchase our Products, is used and processed by Synovia.

BY ENTERING, CONNECTING TO, ACCESSING OR USING THE SITE, OR OTHERWISE PROVIDING US WITH YOUR PERSONAL INFORMATION, YOU ACKNOWLEDGE THAT YOU ARE OR HAVE HAD THE OPPORTUNITY TO BECOME AWARE OF AND AGREE (IN JURISDICTIONS WHERE SUCH CONSENT IS REQUIRED) TO THE TERMS AND CONDITIONS SET FORTH IN THIS PRIVACY POLICY AND SYNOIA'S PRACTICES DESCRIBED HEREIN, INCLUDING TO THE COLLECTION AND PROCESSING OF YOUR PERSONAL INFORMATION AS SPECIFIED HEREIN.

PLEASE NOTE: IF YOU DISAGREE TO ANY TERM PROVIDED HEREIN, YOU MAY NOT ENTER TO, CONNECT TO, ACCESS OR USE THE SITE, OR OTHERWISE PROVIDE US WITH YOUR PERSONA INFORMATION, IN ANY MANNER. FOR THE AVOIDANCE OF DOUBT, IF YOU ARE LOCATED IN A JURISDICTION WHERE THE COLLECTION AND PROCESSING OF PERSONAL INFORMATION IS DEPENDENT ON YOUR CONSENT, YOU HEREBY CONSENT TO THE COLLECTION, PROCESSING, TRANSFER AND USE OF YOUR PERSONAL INFORMATION. YOU ALSO ACKNOWLEDGE AND CONFIRM THAT YOU ARE NOT REQUIRED TO PROVIDE US WITH YOUR PERSONAL INFORMATION AND THAT SUCH INFORMATION IS *VOLUNTARILY* PROVIDED TO US. IF YOU FAIL TO PROVIDE SUCH CONSENT, YOU MAY NOT ACCESS OR USE THE SITE, AND WE WILL NOT BE ABLE TO PROVIDE YOU WITH ANY SERVICES VIA THE SITE, CONTACT YOU AND/OR COMPLETE THE SALE OF PRODUCTS TO YOU.

2. Who we are

In this Privacy Policy, references to Synovia, or to “we”, “our” or “us” are to Synovia System Ltd. (company no. 514309103), which is a registered company in the State of Israel, having its principal office at Harash 6, Nes Ziona Israel. Individuals wishing to contact us about data protection issues may do so by writing to us at the above address or by emailing us at: service@synoiatech.com.

3. Which information may we collect about Users?

We collect from Users of our Site and from Users who purchase our Product or otherwise contact us, two types of data and information:

- 3.1. **Non-personal Information.** The first type is non-identifiable and anonymous information. Non-Personal Information, which is being gathered, consists of technical information and behavioral information that does not pertain to a specific individual (“**Non-Personal Information**”). **We are not aware of the identity of the User from whom we have collected the Non-personal Information.**

You may access and browse the Site without disclosing personal information, although, like most websites, we passively collect certain Non-Personal Information from your devices, including: (i) technical information such as the type and version of your device and its operating system, the type of browser, screen resolution, keyboard language, Wi-Fi connectivity, etc.; and (ii) behavioral information which may include the User's click-stream on the Site, time spent on various screens of the Site and additional information of a similar nature (collectively, "**Technical and Behavioral Information**"). We may also use third-party service providers, such as Google Analytics, to obtain detailed analytics on the device and the User's behavior on the Site. Please note that we or our third-party service providers will collect such Technical and Behavioral Information by using certain tracking technologies, such as cookies, as further detailed in our Cookie Policy.

- 3.2. **Personal Information.** The other type of information we collect is individually identifiable information. To put it simply, this information identifies an individual or is of a private and/or sensitive nature, such as your contact information ("**Personal Information**"), including:

3.2.1. **Personal Information which is provided voluntarily:**

- **Communications with Synoia:** Personal Information you provide us as part of any communications with us, by any means, including by contacting us via email, telephone, or through our social network pages (such information may include marketing and communication data that includes your preferences in receiving marketing from us and your communication preferences).
- **Contact Us:** when using our Contact Us form available via the Site, we may collect certain information, such as your full name, email, phone number. You may also provide to us free text which includes personal information.
- **Newsletter:** you may voluntarily join our mailing list by providing us with your email address.
- **Purchasing a Product:** when purchasing or inquiring about a Product, you will be required to provide us your full name, email, phone number, accurate shopping address, items ordered, date of order and order history. We may require additional information relating to your purchase.

Please note that in order to complete the delivery of Products, your full name, shipping address and phone number (together with other details relating to the order) will be disclosed to third-parties for shipping, delivery and return of the Products ordered.

- **Payments:** for payment for our Services, you will have the option to use certain Online Payment Processors which will require you to fill out a billing form wherein you will be required to provide to such Online Payment Processors certain Personal Information (such as, a credit card number and other related billing information). We will not store such information on our servers. We only keep token information such Online Payment Processors provide us with (and where applicable, the last four digits of your credit card number), and such information is strictly secured.
- **Promotions and Surveys:** We may periodically conduct marketing and promotional activities, offer deals, and request your participation in surveys and marketing activities related to the Company and its Products. In this context, we may collect Personal Information about you, including information regarding your use of Products, through promotional videos filmed by you, etc. Please note that participation in such activities is subject to your consent. Additionally, we may occasionally collaborate with third parties who are business partners of the company for joint marketing activities, and in the process, share personal information about you with those third parties.

3.2.2. **Personal Information collected via technology:**

- **IP address:** Users of the Site may automatically provide their IP address (or MAC Address, as applicable) mainly for enhancing the User's experience and for geo-location and security

purposes as further detailed below.

- **Geolocation data**: during your use of the Site, we will access, collect, process, monitor and/or remotely store "geolocation data", including through the collection of Internet Protocol (IP) addresses and other similar information to determine your location for providing our services, advertising and for analytics and security purposes.
- **Identifiers**: during your use of the Site, we will access, collect, process, monitor and/or remotely store online identifiers, such as Internet Protocol (IP) address, AD-ID or other unique identifiers, for the purpose of providing you with targeted advertising and for statistical and metric purposes.
- **Technical and Behavioral Information**: to the extent that the Technical and Behavioral Information will be linked to or associated with a specific individual then such information will be considered as Personal Information.

3.3. Please note:

- We may cross-reference your Personal Information with other Personal Information we may have about you. Any Non-personal Information connected or linked to or associated with any Personal Information shall be deemed as Personal Information as long as such connection, linkage or association exists.
- We use third-party tracking services and usage logs, to track and analyze data from Users of the Site and for purposes of security and fraud prevention. We may also use cookies to gather information regarding your use of the Site and the information for which you searched and accessed (for more information please see below).

4. **How do we collect information about our Users?**

There are two main methods we use to collect information:

- 4.1. **We collect information through your entry, connection, access and/or use of the Site.** In other words, when you access or use the Site, we are aware of your usage of the Site, and may gather, collect and record the information relating to such usage. For example, when you use the Site, we gather your Technical and Behavioral Information.
- 4.2. **We collect information which you provide us voluntarily.** For example, we collect Personal Information that you provide through email correspondence or when purchasing a Product.

5. **What are the purposes of the collection and processing of information?**

5.1. Non-personal Information is processed in order to:

- Enhance the User's experience on the Site;
- Create statistical information and learn about the preferences of Users and general trends on the Site (e.g. understand which features are more popular than others); and
- Statistical analysis of the Site.
- Keep the Site safe and secured and for prevention of fraud.

5.2. Personal Information is processed in order to:

- Enable the operation of the Site and to enable the sale of Products (including the shipping and delivery of Products and sending receipts to Users) and constant improvement of the Site;
- Add your contact details to our mailing list for the purposes of sending you information about our products and services by email, SMS, phone, through web-browser notification or through the post. You have the right to opt-out of marketing messages at any time by following the instructions in such messages or by contacting us at: service@synoiatech.com;
- Contact you by phone and/or by email with further information relating to our products or

services;

- To conduct surveys and promotional activities;
- Enable payment through third party Online Payment Processors. Please note that we do not collect and store credit card or other financial information;
- Ensure that content on the Site is presented in an optimal way for you and for your device (e.g., tablet, mobile phone);
- Display ads and send you offers. We may also use your Personal Information in delivering third party advertisements to you. This may include "targeted ads" on third party platforms (e.g., on Facebook, or LinkedIn) and across devices, based upon your interactions with our Site. Depending on applicable law and the jurisdiction from which you access the Site, we may require your consent to perform such activities;
- Send you by email, SMS, through web-browser notification or through the post updates, notices, announcements, and additional information related to Synoia including with respect to changes made to our Site's terms of use and privacy policy;
- Conduct internal operations, such as: troubleshooting, data analysis, testing, research, and statistical analysis;
- Comply with our legal obligations and provide us with the ability to protect our rights and legitimate interests; and
- Maintain our data processing records and general administrative purposes.

6. Payments

We accept certain online payment methods, using third-party service providers ("**Online Payment Processors**"). our Online Payment Processors, which enable Users to send and receive payments securely online using a credit card or bank account. We may add or change the Online Payment Processors at our sole discretion. Synoia is not affiliated with such Online Payment Processors (for more information see our TOS), as each is an independent contractor, and neither is the agent or employee of the other, and neither is responsible in any way for the actions or performance (or lack thereof) of the other. The use of the Online Payment Processors is at the User's discretion and sole liability and risk. It is the User's responsibility to abide by all the terms specified by the Online Payment Processors in their terms of use and privacy policies, including but not limited to any age restrictions specified therein. The User acknowledge that he/she is fully assuming the risks of conducting any transactions via the Online Payment Processors.

7. Sharing Personal Information with Third Parties

- 7.1. Synoia respects your privacy and will not disclose, share, rent, or sell your Personal Information to any third party, other than as permitted under this Privacy Policy.
- 7.2. In addition to using the information collected by us for the purposes described under Section 5 above, we may also share your information in the following cases:
 - **Synoia Personnel**: Personal Information that we collect and process may be transferred to or accessed by personnel of Synoia for the sole purpose of enabling the operation of the Site and to contact you (as detailed in Section 5 above).
 - **Service Providers**: we share Personal Information with vendors, commercial software providers, consultants and data processors who perform services on our behalf, including without limitation, companies that provide analysis, messaging services and services which host the Site. Please note that we collect, hold and manage your Personal Information through a third party's cloud based services, as reasonable for business purposes, which may be located in countries outside of your jurisdiction.

Please note that Synoia may share Users' name and shipping address with applicable suppliers and shipping companies, to facilitate the shipping and delivery of Products.

- In addition, we may share Personal Information in the following cases: (a) to satisfy any applicable law, regulation, legal process, subpoena or governmental request; (b) to enforce this Privacy Policy or any other agreement or terms of service between you and Synoia, and to defend against any claims or demands asserted against us by you or on your behalf; (c) to detect, prevent, or otherwise address fraud, security or technical issues; (d) to protect the rights, property, or personal safety of Synoia, the Site's Users or the general public; and (e) when Synoia is undergoing any change in control, including by means of merger, acquisition or purchase of all or substantially all of the assets of Synoia (while such acquired company or investor may be located in countries outside of your jurisdiction).

7.3. For avoidance of doubt, Synoia may transfer and disclose **Non-personal Information** to third parties at its discretion including without limitation for statistical, analytical and research purposes and for customization, developing and improvement of our Site.

8. Your Rights

Synoia acknowledges you may have the right under applicable law to access, change and delete the Personal Information we collect and process about you. **If you wish to access or to correct, amend, or delete Personal Information, please send us an email to: service@synoiatech.com** and we will respond within a reasonable timeframe, but in any event no later than permitted by applicable law.

9. Location of Your Data

The information collected from you by Synoia, as detailed in this Privacy Policy, may be transferred to, and stored in, servers which may be located in countries outside of your jurisdiction and in countries that are not considered to offer an adequate level of protection under your local laws. It may also be processed by Synoia and its suppliers, service providers or partners' staff operating outside your country.

Synoia is committed to protecting your Personal Information and will take appropriate steps to ensure that your Personal Information is processed and stored securely and in accordance with applicable privacy laws, as detailed in this Privacy Policy. Such steps may include, but not limited to, putting in place data transfer agreements and ensuring our third-party service providers comply with Synoia's data transfer protection measures.

BY SUBMITTING YOUR PERSONAL INFORMATION TO SYNOIA, YOU ACKNOWLEDGE, AND AGREE, IN JURISDICTION WHERE SUCH CONSENT IS REQUIRED, TO SUCH TRANSFER, STORING AND/OR PROCESSING OF PERSONAL INFORMATION.

10. Minors

The Site is intended for Users over the age of eighteen (18). Therefore, Synoia does not intend and does not knowingly directly collect any Personal Information from children under the age of eighteen (18) and does not wish to do so. We reserve the right to request proof of age at any stage so that we can verify that minors under the age of eighteen (18) are not using the Site.

11. Direct Marketing

You hereby agree that we may use your contact details you provided us with (including, without limitation, e-mail address and phone number) for the purpose of providing you commercial and/or non-commercial materials related to our current and/or future products and services, through e-mails, SMS or regular mail. You may withdraw your consent by sending a written notice to Synoia's e-mail: service@synoiatech.com or alternatively follow the instructions for removing yourself from the mailing list which are available in the message transmitted to you.

12. Third Party Service Providers

While using the Site we may be using third party service providers, who may collect, store and/or process the Personal Information detailed herein. Such third parties may be located in a country that does not have the same data protection laws as your jurisdiction. Synoia uses commercially reasonable efforts to engage with third parties that post a privacy policy governing their collection, processing and use of non-personal and personal information. Such third parties' software or services may include

without limitation the following categories of service providers:

- **Analytics services**, including Google Analytics;
- **Hosting and cloud service**, including AWS;
- **Advertising partners**, including Google and Meta;
- **Our Affiliates**, including BDR Technologies Inc.;
- **Online Payment Providers, as detailed herein.**

Please read such third party service providers' terms of use and privacy policies to understand their privacy practices.

13. Links to Third Party Websites

We may provide certain links in the Site which permit Users to leave our Site and enter non-Synovia sites or services. Most of such linked sites and services provide legal documents, including terms of use and Privacy Policy governing the use thereof. It is always advisable to read such documents carefully before using those sites and services, *inter alia*, in order to know what kind of information about you is being collected.

14. Security

- 14.1. We take appropriate measures to maintain the security and integrity of our Site and prevent unauthorized access to it and to Personal Information or use thereof through generally accepted industry standard technologies and internal procedures.
- 14.2. Your Personal Information is hosted on third party servers, which provide advanced strict security standards (both physical and logical).
- 14.3. Some of the security measures that we employ include, without limitation: the application of highly secure design and implementation methods to our Site, including state of the art encryption mechanisms and secure architecture design to all storage and transmission mechanisms used for the processing and transmission of your Personal Information, as well as access control and auditing systems (including firewall and identity management solutions), that restrict access to your Personal Information to authorized personnel only, based on their roles and their need-to-know requirements, needed to process your Personal Information on Synovia's behalf.
- 14.4. Please note, however, that there are inherent risks in transmission of information over the Internet or other methods of electronic storage and we cannot guarantee that unauthorized access or use will never occur.
- 14.5. Synovia will comply with applicable law in the event of any breach of the security, confidentiality, or integrity of your Personal Information and will inform you of such breach as required by applicable law.
- 14.6. TO THE EXTENT THAT SYNOVIA IMPLEMENTED THE REQUIRED SECURITY MEASURES UNDER APPLICABLE LAW, SYNOVIA SHALL NOT BE RESPONSIBLE OR LIABLE FOR UNAUTHORIZED ACCESS, HACKING, OR OTHER SECURITY INTRUSIONS OR FAILURE TO STORE OR THE THEFT, DELETION, CORRUPTION, DESTRUCTION, DAMAGE, OR LOSS OF ANY DATA OR INFORMATION INCLUDED IN THE PERSONAL INFORMATION.

15. Data Retention

Synovia will retain the Personal Information for as long as we are confident that it is accurate and can be relied upon. Personal Information which is no longer required for the purpose for which it was initially collected will be deleted unless we have a valid justification to retain it which is permitted under applicable law, such as to resolve disputes or comply with our legal obligations.

16. Changes to the Privacy Policy

Synovia reserves the right to change this Privacy Policy at any time, so please re-visit this page frequently to check for any changes. In case of any material change, we will make reasonable efforts to post a clear notice on the Site or we will send you an e-mail regarding such changes to the e-mail address that you may have provided us with. Such material changes will take effect seven (7) days after such notice was provided on our Site or sent to you via e-mail, whichever is the earlier. Otherwise, all other changes to this Privacy Policy are effective as of the stated “Last Revised” and your continued use of the Site on or after the Last Revised date will constitute acceptance of, and agreement to be bound by, those changes. In the event that the terms should be amended to comply with any legal requirements, the amendments may take effect immediately, or as required by the law and without any prior notice.

17. Have any Questions?

If you have any questions (or comments) concerning this Privacy Policy, please send us an email to the following address: service@synoiatech.com, and we will make an effort to reply within a reasonable timeframe.

* * * * *