

Via Surgical Ltd.

Mitzpe Kineret St. 22/1, Amirim

20115, Israel.

Date: Oct. 28, 2020

Privacy Policy

Last updated: October , 2020

What information do we collect?

Information is collected when registering an account or placing an order. We ask for your name, billing and shipping address, telephone and email address.

How we use that information:

Your information is used to improve our website and customer service as well as process your transactions. We may also send periodic emails pertaining to promotions, sales, surveys, and company updates.

If you prefer not to receive updates, we will include instructions to unsubscribe at the bottom of each email.

Do we disclose information to outside parties?

Absolutely not. We do not sell, trade, or transfer any information to outside parties.

GDPR Compliance

Per EU General Data Protection Regulation (GDPR), implemented May 2018, ViaSurgical.com wants to provide clear, concise, transparent, intelligible and easily accessible information pertaining to how we collect, store and use your data.

At Via Surgical.com we take your privacy seriously. We operate on the principle that your personal information belongs to you and only you can decide who you want to share it with and why. This is fundamental to the way we work and we're committed to providing a secure environment for you to store your personal information and conduct business.

Use of Cookies

ViaSurgical.com uses cookies for Google Analytics and session tracking for your secure shopping experience. This website also uses Open Source Software (OSS) like [LiveChat](#), to provide customer support. ViaSurgical.com employs the use of Google Analytics for optimization and traffic metric purposes. If you wish to opt out of this activity tracking, employ the use of your browser's "incognito" or "private

browsing" feature. Else, you acknowledge such tracking as terms of use of this website.

Please refer to your device's controls you can use to

help material to learn what remove or block cookies.



Please remember that if you do this, it may affect your ability to use the Website and/or the Services. As you use your device, you will encounter third parties that make use of cookies and similar technologies. We are not responsible for those third parties or what they may place on your device or in your browser.

What data we are collecting?

Google Analytics captures basic browsing data, referers, IPs, page hits, and conversion tracking for marketing efforts. If you create a customer account with ViaSurgical.com, we collect and securely store all information you provide to us. Payment/billing information is stored securely with our gateway provider in a Customer Information Manager (CIM). ViaSurgical.com does not store credit cards within its operations or website database. All transactions against saved billing profiles goes directly through our secure gateway provider, [Authorize.net](#). We track abandoned carts for customer accounts, and will email you an automated one-time opportunity to complete your order. ViaSurgical.com also has opt-in notifications you can sign up for, where you are sent automated notifications when particular products are re-stocked. These emails contain clear "opt-out" links if you wish to be removed from mailing lists and/or unsubscribe from further notifications. When you place an order with ViaSurgical.com, you will be emailed copies of your order as a confirmation, as well as follow up emails notifying you of your order fulfillment progress. These notifications will sent whether you opt out of other notifications or not, as they are considered required customer support communications for orders placed by you.

How will your data be used?

ViaSurgical.com uses your data to provide customer support, order fulfillment and marketing-related activity. We also store/log your IP and requests (as any web server does). This information is used to investigate and prevent malicious activity to protect our customers.

Where is my data stored?

Our data is housed with Amazon Web Services in a secure VPC in a US-based region. EU visitors: The data that we collect from you may be processed outside the European Economic Area (EEA), but we have ensured that there is an adequate level of protection for such data.

What third parties do you share my data with?

We will only share your information with other organizations where we have your permission to do so in accordance with this Policy or where we believe it is necessary for a legitimate reason connected with the Website and/or the Services.

Below is a non-exhaustive list of third parties we work with. We may work with third parties not listed below or stop working with the third parties listed below.

- Google Analytics - To monitor website performance, user experience and internal marketing purposes.
- Amazon Web Services - Hosting / server provider, AWS SES used for processing email notifications.
- Authorize.net - Our secure payment gateway provider, used for processing payments and securely storing customer information.

- Benchmark - Email marketing facilitation
- LiveChat.com - Used on website to provide customer support.
- Twitter - Used to pull in news feeds and tweets by ViaSurgical.
- CSM - Our development company

In addition, we may disclose your personal information to third parties:

- if we are under a duty to disclose or share your personal data in order to comply with any legal or regulatory obligation or request;
- to investigate potential breaches; or
- to protect the rights, property or safety of our website and/or our customers.

How long will you store my data?

ViaSurgical.com will store your data, including customer and order data, indefinitely; or until you notify us to delete your account. Even upon account deletion, ViaSurgical.com is required to store/archive record of financial transactions pertaining to order data indefinitely for auditing purposes.

How can I access/view what data you are storing for me?

You can access a majority of your data by logging into your ViaSurgical.com account. This is where you can edit and delete data yourself. If you wish to close/delete your account, please see the next section for "How do I delete my data 'right to erasure'?" The cookie data from our OSS providers like Google Analytics can you viewed in your browser's cookie manager.

What are my rights?

We think it is important that you are able to control your personal data. You have the right to ask us not to process your personal data for marketing purposes. You can exercise your right to prevent such processing at any time; refer to the Contact us section at the bottom of this privacy policy.

The law gives you the right to request a copy of the personal information we hold about you. We first require you to prove your identity with 2 pieces of approved identification. We will supply, correct or delete personal information about you on our files. In addition, you may request rectification or erasure of personal information as well as the restriction of processing of your personal information. See section on "How do I delete my data 'right to erasure'?"

If you wish to complain about the processing of your personal information then please contact us first, but if we do not satisfactorily deal with your complaint, then you may contact the Information Commissioner.

If you want to stop using the Website and the Services, you may do so. If you do, you may also want to remove any cookies that we have placed on any device used to access the Website.

How do I delete my data "right to erasure"?

Contact us using the contact information provided below in this privacy policy. We will assess your request, reach out to you by phone for approval, and upon confirming your request, we will:

- Delete your customer account
- Delete your saved shipping and billing profiles from our database and CIM
- Archive your Order History for financial audits
- Ensure you are removed from further email and mailing campaigns

These changes may take up to 4 weeks to fully process.

Change of Control

If the ownership of our business changes, we may transfer your information to the new owner so they can continue to operate the Website and provide the Services. The new owner will be obliged to comply with this Policy.

Changes to Privacy Policy:

If changes are made to our privacy policy, all updates will be displayed on this page.

Contact us:

Via Surgical Ltd.

Info@viasurgical.com