

CONSUMER PHYSICS PRIVACY POLICY

Our product and services (including without limitation, applications for SCiO devices and/or the website <https://www.consumerphysics.com/> ("the Website")) are made available to you by VeriFood Ltd. ("Consumer Physics", "Company", "we" or "us").

This Privacy Policy will help you understand what personal data we collect, store, use and process about you ("Personal Data"), in connection with the purchase and use of our products and services (including any of our applications thereto) and the Website ("the Services"). We also wish to inform you about your rights under applicable data protection laws with respect to the handling of your Personal Data by us.

By using The Services you expressly consent to the terms of this Privacy Policy and the [Terms of Use](#) (of which this Privacy Policy is an integral part, and which is binding on all users of our products and services (including, without limitation, applications for our products) as well as our Website). This Privacy Policy constitutes a binding and enforceable legal contract between Consumer Physics and you. Read this Privacy Policy carefully before you access or use the Services. If you do not agree to all or some of the terms hereof, we kindly request that you immediately leave the Website and do not purchase/use the Services. Before using the Services, we recommend reading this Privacy Policy and the Terms of Use as they are relevant to you.

Consumer Physics values your privacy and wishes to let you know how it handles your Personal Data. Consumer Physics operates as a 'Controller' or 'Business' ("**Controller**") with regards to information you provide inside the Website/applications/service/ SCiO devices, both actively and passively (see section on 'Cookies' below), and information that you provide in the context of buying our products and purchasing our services.

Consumer Physics also operates as a Processor or Service Provider ("**Processor**") on its business customers' behalf, when it processes your personal data, in the context of providing you the services that the business customers have purchased from us or that you have purchased through them.

Consumer Physics is not selling your personal information and has not done so in the past 12 months.

1. What is Personal Data?

For the purposes of this Privacy Policy, Personal Data means any information provided by you and about you, while interacting with us, for example whilst filling your name, email, mailing address etc. The data collected about you may identify you personally, either directly or indirectly, by using online identifiers – such as user-id, IP location data, etc.

2. Personal Data We Collect and Process

If you use our Services we may collect and you may provide us with the following personal data:

1. Contact information upon purchase of our products and our services – Full name, phone number, e-mail address, shipping, and billing addresses.
2. Contact Us/ Get More Information – Full name, phone number, email address, Company name and segment, job title.
3. Customer Care – feedbacks concerning the Services.
4. Information regarding your use of the Services – Usage frequency and manner, user inputs, interactions with the Services, etc.
5. Passive technical information such as the IP address of your end-point device.
6. Online identifiers (e.g., cookies, tags, etc.) – Used for operational, analytical, and marketing reasons. For more information about online identifiers, please go to the section "[Cookies](#)" in this policy.

7. "Scan Data" - which may include, among others, spectrum collected by SCiO, time of the scan, location and scan results.

3. Why We Collect and Process the above Personal Data

We use the information collected above to provide and operate our Services and provide customer support. You are not obliged to provide any of the information above, but without it, we may not be able to grant you usage of the Services.

The information collected may also be used to improve our Services, create future services and products, or provide you with marketing materials. Either way, unless as detailed below, we do not share any of the information with third parties, unless you have given your consent.

We may use your personal data for statistical purposes to improve and adjust our Services. Under the GDPR we will do so based on legitimate interests. We collect certain technical information that does not by itself identify a specific individual, such as technical data collected from your browser, your cellular device, and the SCiO devices for the improvement of our Services. Such information includes browser type, Internet Service Provider (ISP) details, network status and other types of device activity.

We may use anonymized scan data for our own purposes, to improve our Services and to create new products and services.

We may use online identifiers and similar services (e.g., Google Analytics, cookies, tags, etc.) to help us deliver a better and more personalized service to you by enabling us to gauge usage patterns, customize our Services according to your individual preferences, speed up your searches and for advertising & marketing purposes. For more details regarding our use of these tools, see the section on 'Cookies' below.

4. Sharing Personal Data

Your Personal Data might be shared as follows:

- We use a limited number of service providers, who act as our processors, to assist us in providing our Services. For example, we may share data with third parties who provide services to us, such as storage services. These third parties may access, process, or store personal data in the course of providing their services as requested by Us to provide and maintain the Services we provide you.
- If necessary, for legal and/or regulatory purposes.
- In the event of a breach or suspected breach of contract by you or on your behalf, including our Terms and Conditions, our Privacy Policies, and for any related legal implications.
- If it would mitigate our liability in an actual or potential lawsuit or when necessary or appropriate to protect our rights or property or the rights or property of any person or entity.
- In the event of bankruptcy or a comparable event or where Consumer Physics has transferred and / or assigned a third party its activities and / or rights and obligations to you, in the event of a change in control of Consumer Physics, including by way of merger, acquisition, or acquisition of all or part of its assets, provided that such third parties accept the provisions set out in this Privacy Policy.

5. Transfer of Personal Data to a third country

When you use our Services we may transfer, store, and otherwise process data about you on servers or databases located outside of your country of residence, which could have different data protection laws. By using our Services, you acknowledge and agree to this kind of processing. If you do not want Personal Data to be transferred, stored, or otherwise processed as mentioned above – please do not submit any information to us.

When we process, including transfer, data on EU individuals outside the EEA, we conform to the GDPR regulations.

6. Use of Cookies

We use “cookies” and other similar technologies (such as tags, analytics etc.) in providing our Services to you. Such technologies allow us to collect information about our users, their devices, and their online behavior automatically, which we can then use to enhance your experience on the Website/applications, improve our Services, personalize your user experience, and collect statistics about user preferences, behavior, etc. and administer a variety of other analytical tasks.

In general, a “cookie” is a small piece of information that a website assigns to your computer or mobile device while you are viewing it. Cookies could be very helpful and can be used for a variety of purposes, such as allowing you to navigate between pages efficiently, enabling automatic activation of certain features, remembering your preferences, and making the interaction between you and the Services quicker and easier. Cookies may also be used to help ensure that the advertisements you see, if any, are relevant to you and your interests.

There are 2 types of cookies used in our Services: Essential and Analytical.

- Essential cookies are strictly necessary for the Website/applications to run smoothly and to provide our Services.
- Analytical cookies are used by us throughout the Website/applications, to learn how you interact with content and improve content and Services and enhance your future experience on the Website/applications.

Some cookies are removed when you close your browser session (temporary), other cookies last for longer periods (persistent) and can be used to recognize your device on different browsing sessions or keep track of saved products in your shopping cart between sessions. You can view the expiry date of each cookie, through your browser settings.

You can find more information about cookies at www.allaboutcookies.org. You may remove our cookies by following the instructions of your device preferences; however, if you choose to disable cookies, some features of our Services may not operate properly, and your experience may be limited. **We shall use essential cookies based on our legitimate interests and we shall only use Cookies for marketing purposes in accordance with applicable laws and regulations.**

You can find more information about the cookies we use and the purposes for which we use them in the table below:

Type of Cookie	Name of Cookie	Purpose of using the Cookie	Information categories which are collected	Duration of Cookie
Analytical	logglytrackingsession	Analytics	User actions	Session
Essential	Token	Login	Login	2 Weeks

Analytical	cd_user_id	Analytics	User actions	1 Year
Advertisement	YSC	This cookies is set by Youtube and is used to track the views of embedded videos.	Marketing	session
Advertisement	VISITOR_INFO1_LIVE	This cookie is set by Youtube. Used to track the information of the embedded YouTube videos on a website.	Marketing	5 months 27 days
Advertisement	fbp	This cookie is set by Facebook to deliver advertisement when they are on Facebook or a digital platform powered by Facebook advertising after visiting this website	Marketing	3 months
Advertisement	bscookie	This cookie is a browser ID cookie set by Linked share Buttons and ad tags	Marketing	2 years
Analytics	_ga	This cookie is installed by Google Analytics. The cookie is used to calculate visitor, session, campaign data and keep track of site usage for the site's analytics report. The cookies store information anonymously and assign a randomly generated number to identify unique visitors.	Statistics	2 years
Analytics	_gid	This cookie is installed by Google Analytics. The cookie is used to store information of how visitors use a website and helps in creating an analytics report of how the	Statistics	1 day

		website is doing. The data collected including the number visitors, the source where they have come from, and the pages visited in an anonymous form.		
Functional	lang	This cookie is used to store the language preferences of a user to serve up content in that stored language the next time user visit the website.	Preferences	session
Functional	bcookie	This cookie is set by linkedIn. The purpose of the cookie is to enable LinkedIn functionalities on the page.	Marketing	2 years
Functional	lidc	This cookie is set by LinkedIn and used for routing.	Marketing	1 day
Other	_dc_gtm_UA-48729534-1	No description available.	Statistics	1 minute
Other	UserMatchHistory	Linkedin - Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.	Marketing	1 month
Other	AnalyticsSyncHistory	No description	Statistics	1 month
Other	li_gc	No description	Necessary	2 years
Other	CONSENT	No description	Necessary	16 years 6 months 21 hours
Performance	_gat_UA-166121881-1	This is a pattern type cookie set by Google Analytics, where the pattern element on the name contains the unique identity number of the account or website it relates to. It appears to be a variation of the _gat cookie which is used to limit the amount of data recorded by Google on high traffic volume websites.	Statistics	1 minute

This table will be updated from time to time, to a reasonable extent. Hence, temporarily, the table may lack a cookie, which has been added. Nevertheless, any cookie used, shall only be used for the described purposes.

Although we do not have control over these third-party cookies, you are able to disable such cookies through your individual browser settings. Please note that the settings offered by a certain browser or device often only apply to that particular browser or device.

You can find more information about cookies and other online tracking technologies through the following websites:

- <https://www.consumer.ftc.gov/articles/0042-online-tracking>
- http://ec.europa.eu/ipg/basics/legal/cookies/index_en.htm

In addition, you can also find additional information on how we use tracking technologies by reading the cookies section on your browser's settings.

Some Web browsers offer a "Do Not Track" ("DNT") signal. A DNT signal is a HTTP header field indicating your preference for tracking your activities on a service or through cross-site user tracking. **Our Services do not respond to DNT signals.**

7. What kind of security measures for the compliance with data protection?

Consumer Physics values and respects the privacy of its Website/applications users and customers. Hence, it uses appropriate and customary means to secure the personal data collected and stored in its systems.

We use security measures designed to protect against the loss, misuse, and alteration of the information under our control. When applicable, data transfers are encrypted during rest and transmission. In addition, information that we store is maintained and archived on secure servers that are hosted on industry-standard secured data centers. Access to this information is protected by multiple layers of controls, including firewalls, role-based access controls, authentication mechanisms, and monitoring. The information is backed up, and archives are stored in a secure location. Consumer Physics is taking any reasonable action to keep your information safe. Nevertheless, we are not responsible for any damages to the information, or to the functionality of the Services, caused by reasons beyond our control, force majeure, cyber-attacks, pandemics, strikes, etc

8. Interaction with Third Party services

This Privacy Policy does not apply to the practices of companies that we do not own or control. Although through the Website/applications you may be able to connect or interact with Third Party Services (such as LinkedIn, Twitter, Facebook), we are not responsible for the privacy practices or the contents of these Third-Party services and links. Such Third-Party services may involve collection of Personal Data from you, whether through cookies or otherwise. We encourage you to check the terms of use and privacy policy of those Third Parties prior to interacting with them.

9. Your Rights

As a data subject, you may have certain rights concerning your Personal Data vis a vis the Controller of your Personal Data.

Consumer Physics operates as a Controller or Business ("**Controller**") with regards to personal information you provide or we collect inside the Website/applications/SCiO/SCiO cups, both actively and passively (see section on 'Cookies' above), and personal information that you provide in the context of buying our products and purchasing our services.

When Consumer Physics operates as a Processor or Service Provider ("**Processor**") with regards to your personal information, then you should reach out to the relevant business customer through whom you were engaging us.

Note that when you send us a request to exercise your rights, we will need to reasonably authenticate your identity and the applicability of your request. We need to do it to make sure that you are who you claim to be, therefore we may ask you for further information.

If we need to delete your personal data following your request, it may take some time until we completely delete residual copies of your personal data from our active servers and from our backup systems.

Please note that we may need to retain certain information for recordkeeping purposes, including legal and taxes, and/or to complete any transactions that you have begun prior to your request.

To exercise these rights, please contact us at support@consumerphysics.com, and detail your request (e.g., review, access, modify, or rectify your information, etc., all under the appropriate circumstances and as applicable to you by law). We will do our best to respond to your request as soon as possible.

If you think your Personal Data is subject to the GDPR, you may also –

Request to review your Personal Data, request deletion of your Personal Data, restrict the processing of your Personal Data, object to the processing of your Personal Data, or request to receive an electronic copy of your Personal Data for purposes of transmitting it to another company (to the extent this right to data portability is provided to you by applicable law), from the Controller in control of your personal data.

After deletion or restriction of processing, you may not be able to access some or all features or Services.

If you are based in the European Union, you have the right to file a claim before the responsible data protection regulatory authority - https://ec.europa.eu/justice/article-29/structure/data-protection-authorities/index_en.htm

If you are a California Resident, you may also –

Request the execution of the following rights, from the Business in control of your personal information: 'Right to Know' – As a Californian resident, California law provides you the right to know what personal information about you has been collected, used, and disclosed. If any of the information is wrong or incomplete, you may ask to rectify it.

'Right to Deletion' – As a Californian resident, California law provides you the right to request the deletion of any personal information that has been collected about you.

Please note that a Business may not discriminate against you for exercising any rights under the California Consumer Privacy Act.

10. California Consumer Rights Notice

Under California Civil Code Section 1789.3, Consumer Physics is required to provide California residents with the following specific consumer rights information:

- This website is owned and operated by VeriFood Ltd.
- To file a complaint regarding this website or to receive further information regarding use of this website, please contact us via email at support@consumerphysics.com. We will do our best to reply within reasonable time.
- You also may contact the Complaint Assistance Unit of the Division of Consumer Services of California's Department of Consumer Affairs in writing at 400 R Street, Suite 1080, Sacramento, California 95814 or by telephone at (916) 445-1254 or (800) 952-5210.

11. Retention of Personal Data

As Controller we will retain your personal data only for a limited period, as needed to fulfill the purposes of processing as mentioned above. After that time your personal data will be erased.

Where we enter into a contract with you, we will keep your data for the duration of the contractual relationship you have with us, and, to the extent permitted, after the end of that relationship for as long as necessary to perform the purposes set out in this notice, including for legal purposes.

We may process and keep your data in order to provide you a better service in your future correspondence with us, under our legitimate interests and/or for legal requirements and purposes, as set by under law, regulations, authorities or other.

We may keep aggregated non-identifiable data without limitation, and to the extent reasonable we will delete or de-identify potentially identifiable information, when we no longer need to process the information for the purposes mentioned in this policy.

12. Contact Us

If you have any questions or queries about our Privacy Policy, contact us by e-mail at the following address: support@consumerphysics.com .

13. Modifications to the Privacy Policy

We reserve the right, at our discretion, to revise or update this Privacy Policy at any time, provided that any such changes will always take into consideration your rights under applicable law. Any modifications to this Privacy Policy will be effective upon our posting of the new terms and/or upon implementation of the new changes on the Website and/or the applicable Service (or as otherwise indicated at the time of posting), except that express notifications will be sent to you when this is required under applicable law. Your continued use of the Services, after the amendments to this Privacy Policy have entered into effect, will constitute your acknowledgment of the up-to-date privacy notice to the fullest extent permitted by law. Make sure to review our Privacy Policy periodically.

Last updated: May 23, 2022