

Privacy Policy "MaccabiApp" 2026

Activity period: 15.06.26 to 22.07.26

Kfar Maccabiah Ltd. (Company No. 520024167) (hereinafter: "**Company**" or "**Application Operator**") operates the MaccabiApp 2026 mobile application (hereinafter: "**the App**"). This Privacy Policy explains how we collect, use, retain, and protect personal information of users, and outlines your rights regarding that information.

The App was designed especially, within the "MaccabiApp" system, for the use in the "Maccabiah 2026", for the use of participants for community interaction, networking, travel booking and information sharing.

1. Types of Information Collected

- 1.1. Identifying details: full name, date of birth, MacID number, email address, phone number.
- 1.2. Registration and Maccabiah participation details from the Salesforce system.
- 1.3. Additional personal details provided voluntarily: languages, hobbies, profession, personal slogan, preferred types of interaction (social, professional, romantic).
- 1.4. Profile photo.
- 1.5. Usage data within the App, including settings and chat activity.
- 1.6. Some of this data may be considered "sensitive personal information" under Israeli law.

2. How Information is Collected

- 2.1. During initial registration using Email and date of birth.
- 2.2. Through user profile completion.
- 2.3. Synced automatically from Salesforce.
- 2.4. Automatically collected usage and technical data.

3. Purpose of Use

- 3.1. To operate the App and personalize user experience.
- 3.2. To create matches and interactions among Maccabiah participants.
- 3.3. To send updates, reminders, and communications.
- 3.4. To analyze App usage and improve services.
- 3.5. To comply with legal or regulatory requirements.

4. Use of Cookies and Technological Identifiers

- 4.1. The App may use cookies or similar technologies, such as session identifiers and tracking systems, to maintain user preferences, ensure secure logins, enable personalized experiences, and generate analytics. By using the App, you agree to the use of these technologies.

5. Sharing of Information

- 5.1. Information is not shared with third parties except in the following cases:
 - 5.1.1. With service providers essential to the operation of the App.
 - 5.1.2. If required by law or court order.

5.1.3. In case of merger, acquisition, or transfer of App ownership.

6. Data Retention

- 6.1. Personal information is stored in a database undergoing registration under the Protection of Privacy Law, 1981.
- 6.2. Data is retained for the duration of the Maccabiah and for 12 months thereafter, unless legally required otherwise.
- 6.3. Data is securely stored, and access is limited to authorized personnel only.

7. Information Security

- 7.1. The Company implements appropriate administrative, physical, and technological safeguards in accordance with the Protection of Privacy Regulations (Information Security), 5777-2017.
- 7.2. However, no system is completely secure. Users acknowledge and accept this risk.

8. User Rights

- 8.1. Users have the right to:
 - 8.1.1. Review the data held about them.
 - 8.1.2. Request correction or deletion of incorrect or outdated data.
 - 8.1.3. Object to use of their data for direct communication or marketing.

- 8.2. Requests can be submitted to:

Email: amit@maccabi.org

Address: Kfar Maccabiah, 7 Peretz Bernstein St., Ramat Gan, 5224771

9. Marketing Communication

- 9.1. The Company may send service-related messages and updates. Users can opt out at any time using the provided link or by contacting us directly.

10. Updates to this Policy

- 10.1. We reserve the right to update this Privacy Policy from time to time. The last update date will appear at the top of this document. Significant changes will be highlighted within the App or on the official Maccabiah website.

11. Contact Information

For questions or requests regarding this policy:

Address: Kfar Maccabiah, 7 Peretz Bernstein St., Ramat Gan, 5224771

Email: amit@maccabi.org

Phone: +972-52-6062062

Good luck to everyone.