

## Core Privacy Policy

**Last Updated: 18.01.2026**

The Central Bottling Company Ltd., which operates the Core website ("CBC," "we," or "us"), respects your privacy.

This privacy policy ("**Privacy Policy**") governs your access to and use of our website accessible at <https://www.thecorebycbc.com/> (the "**Website**"); and describes (i) the types of information we may collect or that you may provide when you access or use the Website; and (ii) our practices for collecting, using, maintaining, protecting, and disclosing that information.

Please read this Privacy Policy carefully to understand our policies and practices regarding your information and how we will treat it.

Capitalized terms that are not explicitly defined herein shall assume the meanings ascribed to them in the Terms of Use found at [this link](#) ("**ToU**", and collectively with this Privacy Policy, hereinafter refer to as the "**Terms**") and all other incorporated documents.

If you do not want to agree to the Terms you must not access or use the Website. By accessing or using the Website, you accept and agree to be bound and abide by the Terms and the Privacy Policy.

As detailed below, this Privacy Policy may change from time to time. Your continued use of the Website after we revise this Privacy Policy means you accept those changes, so please check the Privacy Policy periodically for updates.

### 1. WHICH DATA WE MAY COLLECT?

We may collect two types of data and information from our users:

1.1 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**").

- (a) When you access and use the Website we passively collect certain Non-Personal Information from your devices, including:
  - (i) technical information such as the type of your device and its operating system, the type of browser, screen resolution, device browser and keyboard language, Wi-Fi connectivity and the type of your mobile device, etc.; and
  - (ii) behavioral information which may include the user's click-stream on the Website, the activities of the user on the Website and additional information of a similar nature (collectively, "**Technical and Behavioral Information**").
- (b) We may use third-party service providers to obtain detailed analytics on the device and the user's behavior on the Website. 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, web beacons, pixels, and software development kits ("**SDKs**") as further detailed below.

1.2 Personal Information. The second type of information is individually identifiable information ("**Personal Information**"). This information may identify an individual or may be of a private and/or sensitive nature.

- (a) Personal Information includes:
  - (i) Personal Information which you provided.
  - (ii) Personal Information you provide us as part of any communications with Core, by any means, including by contacting us via the Website or email, approaching our customer services or during calls (such information may include marketing and communication data that includes your preferences in receiving marketing from us and your communication preferences).
  - (iii) Account details.
  - (iv) Personal Information includes any data, documents and/or content that you may upload through the use of the Website. When you upload Personal Information which relates to any third party to the Website, you represent and warrant that you have provided such third party with a copy of this Privacy Policy and received such third party's consent to the uploading of his/her Personal Information to the Website.
  - (v) Users of the Website may automatically provide their IP address (or Mac Address, as applicable) and/or advertiser identifier (when available on a device) mainly for enhancing the user's experience and for geo-location, targeted advertising and security purposes as further detailed below.
- (b) For the avoidance of doubt, any Non-Personal Information connected or linked to any Personal Information shall be deemed as Personal Information as long as such connection or linkage exists.

1.3 **Please note that you are not required by law to provide us any information, and the provision of such information depends solely on your desire and consent. However, not consenting to the provision of information may affect our ability to provide you with certain services, or the quality of the services we can offer. For example, we will not be able to contact you and offer you information or services that you were interested in. Therefore, if you do not agree to the provision of such information, please refrain from using the website and from any communication with us that may lead to the provision of information.**

1.4 The information you choose to share with us will be stored in our databases, and we will be entitled to use it in accordance with the purposes specified below. The Central Bottling Company Ltd., which controls the databases, can be contacted using the email address specified in Section 5.1 below

## 2. HOW DOES CORE COLLECT THE DATA?

2.1 There are two main methods we use:

- (a) We collect information through your entry, connection, installation, access and/or use of the Website. In other words, when you are using the Website, we are aware of it and may gather, collect and store the information relating to such usage.
- (b) We collect information which you provide us voluntarily. For example, we collect Personal Information when you upload information to the Website.

2.2 We may gather, collect, and store such information either independently or through the help of our authorized third-party service providers as detailed below.

### 3. WHAT ARE THE PURPOSES OF THE DATA COLLECTION?

3.1 We collect Non-personal Information and Personal Information in order to operate the Website.

3.2 Non-personal Information is collected in order to:

- (a) Use it for statistical and research purposes and for customization and improvement of the Website.
- (b) Provide and improve the Website for our commercial purposes.
- (c) Improve the quality of the Website by formulating, customizing, and enhancing the user's experience.

3.3 Personal Information is collected in order to:

- (a) Enable the overall operation of the Website.
- (b) Personalize your experience on the Website.
- (c) Serve you with targeted advertising, including across online platforms and devices.
- (d) Improve the quality of the Website by formulating, customizing and enhancing the user's experience.
- (e) Allow us to contact users with proposals and tailored information regarding services or participation in programs, new products, events, offers, services, features, enhancements, special offers, upgrade opportunities, and events of interest etc.
- (f) Send push notifications to the user's device after the user has agreed to accept push notifications from us. Users can deactivate push notifications by changing their relevant settings.

- (g) Verify the user's identity when he/she signs into the Website, as well as verifying user's identity for the purpose of dealing with inappropriate interactions of user and/or fraudulent use of the Website.
- (h) Be able to contact users for the purpose of providing them with technical assistance and support.
- (i) Keep the Website safe and secured and for prevention of fraud and crime.
- (j) Maintain our data processing records and general administrative purposes.
- (k) Determine general geo-location information (i.e., country) from which the user's computer is connected to the Internet in order for us to know the general location of our Website's users as well as in order to safeguard our Website.

#### 4. SHARING INFORMATION WITH THIRD PARTIES

4.1 Core may share the Personal Information in the following cases: (a) to satisfy any applicable law, regulation, legal process, subpoena, or governmental request; (b) to enforce the Terms, including investigation of potential violations thereof; (c) to detect, prevent, or otherwise address fraud, security or technical issues; (d) to protect the rights, property, or safety of Core, you, other user or the general public; (e) when Core is undergoing any change in control, including by means of merger, acquisition or purchase of all or substantially all of its assets; (f) to collect, hold and/or manage it customers data (including their Personal Information) through Core's authorized third party service providers as reasonable for business purposes.

4.2 For the avoidance of doubt, Core may transfer and disclose Non-personal Information to third parties at its own discretion.

#### 5. DELETION OR MODIFICATION OF PERSONAL INFORMATION

5.1 If you wish to inspect, modify, or delete the Personal Information you provided us via the Website, you can send us an email with your request to: [tzarchanim@cocacola.co.il](mailto:tzarchanim@cocacola.co.il). We will allow your inspection or modify or delete your Personal Information pursuant to applicable privacy laws. Please note that deleting your information from the Website will not delete it from third-party sources.

5.2 We will retain and use your Personal Information for a reasonable time after termination as necessary to comply with our legal or business requirements or obligations (including as required by applicable law), to resolve disputes, to enforce our Terms and/or to enable the user to reinstate his/her account. Aggregate and/or anonymous data derived from your information or from your use of the Website may remain on Core servers indefinitely. Note that unless you instruct us otherwise, we may retain your Personal Information for as long as permitted under the applicable privacy law.

#### 6. MINORS DATA

6.1 **Core** does not intend and does not knowingly collect Personal Information from children under the age of sixteen (16) and does not wish to do so. Therefore, you hereby represent and warrant that you are over the age of sixteen (16).

6.2 If you learn that any information transferred to us via the Website includes Personal Information collected from children under the age of sixteen (16), please inform us immediately and we will delete that information as quickly as possible.

## 7. SECURITY

7.1 We take reasonable measures to maintain the security of the information we collect through generally accepted industry standard technologies.

7.2 Please note, however, that there are inherent risks in the transmission of information over the Internet or other methods of electronic storage and we cannot guarantee that unauthorized access or use will never occur.

## 8. THIRD PARTY SERVICE PROVIDERS

8.1 We may use third party service providers, who may collect, store and/or process your Personal Information, as detailed in this Privacy Policy.

8.2 Note, that we may collect, hold and/or manage Personal Information through our third-party vendors.

## 9. INTERNATIONAL TRANSFERS

9.1 The Personal Information processed by us, as detailed in this Privacy Policy, may be transferred to, processed, and stored by **Core** and/or its service providers on servers and by staff which may be located in countries outside of your jurisdiction.

9.2 BY SUBMITTING PERSONAL INFORMATION THROUGH THE WEBSITE, YOU ACKNOWLEDGE, AND CONSENT, TO SUCH TRANSFER, STORING AND/OR PROCESSING OF PERSONAL INFORMATION.

## 10. COOKIES AND OTHER MONITORING TECHNOLOGIES

10.1 The Website, the services we provide, and some of our service providers, may use cookies, anonymous identifiers, and other tracking technologies that help us provide, secure, and improve the Website and our services, customize your user experience, and monitor and analyze our current activity and that of the users of the services.

10.2 A "cookie" file is a small text file used, for example, to collect data about the activity carried out on our Website. Certain cookies and other technologies are used to retrieve personal data, such as IP address, previously specified by the visitor or user. Although there is no change in the way we operate in

response to the "Do Not Track" mark in the HTTP header field of a browser or in a mobile phone application, most browsers allow you to control cookies, including choosing whether or not to accept such files and remove them.

As noted, the operation of the Website includes the use of web beacons, pixels, and SDKs. Also, sometimes third-party components are also embedded; For example, a Facebook like button or a web beacon of another system. These components often work in combination with cookies that are installed in your browser. These components use cookies and similar technologies to monitor your activity on different sites in order to adjust content that will be shown to you, adjust advertisements that will be shown to you, etc., according to the privacy policies of those third parties, all while you move between sites, apps, etc. They allow, according to your activity patterns, to define your interests and estimated audience data (age, gender, interests, etc.).

**10.3 Third parties, such as Google and Facebook, use these components and thus receive information about you:**

- (a) Google – This [link](#) will lead you to the privacy policy; this [link](#) will guide you to a page for limiting system activity. For understanding how Google collects and processes information about the use of sites and applications: [Information about sites and apps that use Google Analytics features](#). For further information on user policies and Google's control measures: [Information for visitors to sites and apps for sites and apps using Google Analytics](#).
- (b) Facebook – This [link](#) will lead you to the privacy policy; this [link](#) will guide you to a page for limiting system activity.
- (c) Taboola – This [link](#) will lead you to the privacy policy; this [link](#) will guide you to a page for limiting system activity.
- (d) Outbrain – This [link](#) will lead you to the privacy policy; this [link](#) will guide you to a page for limiting system activity.

**11. ADVERTISEMENT**

11.1 Should you have agreed, we may contact you with marketing or advertising messages, for example about new products or services, promotions, benefits, events, activities, special offers, and any other information that we believe may interest you. Such messages may be delivered through any means available to us for contact, including but not limited to SMS, mail, email, WhatsApp, push notifications (pop-up messages), digital advertising, or voice calls.

11.2 If you wish to refuse to receive advertising messages in accordance with the Communications Law (Telecommunications and Broadcasting), -1982, you may do so by following the instructions for "removal from mailing list," "stopping," or "changing email preferences" as will appear in the advertising messages sent to you.

**12. CHANGES TO THE PRIVACY POLICY**

12.1 The terms of this Privacy Policy will govern the use of the Website and/or any information collected with respect thereto. **Core** reserves the right to change this Privacy Policy at any time.

12.2 In case of any material change, we will make reasonable efforts to post a clear notice on the Website regarding such change.

12.3 Such material changes will take effect seven (7) days after such notice was provided on the Website. Otherwise, all other changes to this Privacy Policy are effective as of the stated "**Last Updated**" date and your continued use of the Website after the Last Updated date will constitute acceptance of, and agreement to be bound by, those changes

12.4 In the event that the Terms and/or this Privacy Policy shall be amended to comply with any legal requirements, the amendments may take effect immediately, or as required by the applicable law and without any prior notice.