Legal

WizBI Privacy Policy

Version 3.3 · Effective October 19, 2026

> This English version governs; a Hebrew convenience translation is available.

This policy of WizBI.AI Ltd. ("**WizBI**", "**we**") explains what personal information WizBI collects as a controller, why, with whom it is shared, how long it is kept, and your rights. It applies to the websites, products, agents and conversation channels of WizBI (the "**Service**"). Information that a business customer uploads to or connects with the Service is covered by Section 1.3 and by the WizBI Data Processing Agreement, not by the rest of this policy.

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1. Who We Are and What This Policy Covers

1.1. **Controller.** WizBI operates the Service and is the controller (database owner) of the information described in this policy. The database manager is the CEO. Contact for privacy matters: legal@wizbi.ai.

1.2. **Scope.** This policy covers information we collect about visitors to our websites, people who register or sign in, users of the Service, contacts at customers and suppliers, people who contact us, job applicants, and data generated by use of the Service.

1.3. **Customer data.** Information that a business customer uploads to or connects with the Service (for example ERP data, files, and employees' conversations with an agent) is processed by WizBI as holder (processor) on behalf of that customer, under its instructions and under the WizBI Data Processing Agreement published at legal.wizbi.ai, which applies to every customer. For that information the customer is the controller: it decides who the users are, which sources are connected and what its administrators can see. Requests concerning it should be addressed to the customer; a request that reaches us will be forwarded to the customer.

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2. Notice under Section 11 of the Protection of Privacy Law

Item	Notice
Controller	WizBI.AI Ltd., legal@wizbi.ai
Is there a legal duty to provide information?	No. Without certain information (for example a phone number or email) we cannot provide the Service or part of it.
Purposes	As set out in Section 4.
Recipients	Subprocessors, channel and model providers, advisers and authorities, as set out in Section 6.
Transfer abroad	Yes, to the European Union, the United States and other locations where our providers operate, as set out in Section 7.
Rights	Access, correction, deletion and objection to direct marketing, as set out in Section 9.

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3. What We Collect

3.1. **Information you provide.** Name, phone, email, role and organisation; billing details (card details are provided directly to the payment processor); the content of enquiries, messages, questions, files and recordings you send to the Service or to an agent; and feedback and ratings.

3.2. **Information generated by use.** IP address; device identifiers and technical characteristics of the device, browser, operating system, screen and network; session and visitor identifiers; approximate location and organisation or carrier derived from the IP address; pages and screens viewed, parts of a page displayed and time spent; referral source and campaign parameters; calls to agents and tools, response times, errors and costs; and security logs. Session recording (clicks, scrolling and typing in the interface, with input fields masked) and marketing measurement tools load only after your consent in the cookie banner, as described in Section 5.

3.3. **Information from channels.** Phone number, display name and profile picture on WhatsApp or Telegram; user identifiers on Slack, Teams and Google; and, in a group or shared conversation in which an agent participates, the messages needed for the agent to respond. The business customer that added the agent is responsible for informing the group's members, including new members.

3.4. **Information from third parties.** Sign-in providers (Google, Microsoft); advertising and measurement platforms; public sources and government registries (for companies); whoever referred you to us; and the business customer that added you as a user.

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4. Why We Use Information

Purpose	Examples
Providing the Service	Account, identity, permissions, agent responses, conversation continuity, alerts
Support and service communications	Responding to enquiries, operational messages, notices of changes to terms
Security and abuse prevention	Detecting bots, fraud, scraping and anomalies; enforcing the terms
Improvement and development	Usage analysis, quality control of answers, developing capabilities, model routing
Aggregated data	Statistics and insights that do not identify a person
Billing and business administration	Payments, invoices, bookkeeping

Purpose	Examples
Marketing and measurement	Mailings, content personalisation, campaign measurement, audiences on advertising platforms, with consent where the law requires it
Legal compliance and protection	Preserving evidence, responding to authorities, investigating claims

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5. Cookies and Measurement Tools

5.1. **Two layers.** We use cookies, local browser storage and similar technologies in two layers: (a) essential and operational tools without which the Service does not work (sign-in, security, preferences) and first-party measurement and analytics of the websites and the Service that we operate ourselves, which use visitor, session and device identifiers, referral source and campaign parameters, the pages and parts of pages viewed and interactions with them, and technical characteristics of the device and browser, and which run without consent to the extent the law allows and otherwise after your consent in the banner; and (b) third-party marketing, session-recording and advertising tools (such as Google Analytics and the measurement tools of advertising platforms), which load only after your consent in the banner, to the extent the law requires consent.

5.2. **Changing your choice.** You can change or withdraw your consent at any time through the cookie settings on the website or your browser settings.

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6. With Whom We Share Information

6.1. **Subprocessors.** Providers that process information for us under confidentiality and security obligations: cloud (Google Cloud); AI models (Google, and other providers where used); the messaging channels through which you converse with the Service (such as WhatsApp, Slack, Microsoft Teams and Telegram); public web search; analytics; email, payment processing and bookkeeping. The categories of subprocessors and their processing locations are set out in our Data Processing Agreement.

6.2. **Your business customer.** If you use the Service on behalf of an organisation, the organisation's administrators can see your activity in the organisation's account, according to its settings.

6.3. **Advertising platforms.** Hashed identifiers and conversion events, with consent where the law requires it.

6.4. **Advisers, authorities and proceedings.** Where the law requires, under a court order, or where needed to protect our rights, users or the public.

6.5. **Business transfer.** In a merger, acquisition or sale of business, information will be transferred to the acquirer, which will be bound by this policy.

6.6. **No sale.** We do not sell identifiable personal information. Aggregated information that does not identify a person is not personal information and we may use and share it.

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7. Transfer Outside Israel

7.1. **Locations.** Information is stored and processed in Israel, the European Union, the United States and other locations where our providers operate, with appropriate safeguards.

7.2. **Basis.** Transfers to the European Union are made under Regulation 2(8) of the Privacy Protection (Transfer of Data to Databases Abroad) Regulations, 5761-2001. Transfers to the United States and other countries are made under Regulation 2(4), on the basis of the recipient's written undertaking to protect the information. Information originating in the European Economic Area is handled in accordance with the Privacy Protection (Provisions regarding Data Transferred to Israel from the European Economic Area) Regulations, 5783-2023, and its onward transfer to the United States relies on the EU-US Data Privacy Framework or standard contractual clauses.

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8. Artificial Intelligence

8.1. **Models.** Our agents are based on third-party models. Messages, questions, files and recordings you send to an agent are passed to the model to generate a response.

8.2. **No training on your data.** We do not use identifiable information of a customer, its inputs or its outputs to train or fine-tune a foundation model of ours or of a third party, and we operate our model providers in settings that do not permit them to train on that information. We may use conversations and usage data to improve our own service (instructions, skills, routing and quality control), without the improved materials containing or revealing a customer's information.

8.3. **Automated decisions.** We do not make decisions with legal effect on you by means of AI without human involvement.

8.4. **Google user data.** WizBI's use and transfer to any other app of information received from Google APIs will adhere to the Google API Services User Data Policy, including the Limited Use requirements. WizBI does not use Google Workspace API data to develop, improve or train generalised AI or machine-learning models.

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9. Your Rights

9.1. **Access.** To receive the information about you held in our databases (Section 13 of the Protection of Privacy Law).

9.2. **Correction and deletion.** To request correction or deletion of information that is inaccurate, incomplete, unclear or outdated (Section 14), and to request deletion of your account.

9.3. **Marketing.** To unsubscribe from marketing at any time, through the unsubscribe link, by replying "הסר" or "STOP" in the conversation channel, or by contacting us.

9.4. **EEA and Brazil.** Users in the European Economic Area and Brazil also have the rights under the GDPR or the LGPD, including restriction, portability and objection.

9.5. **How.** Write to legal@wizbi.ai with identifying details. We respond within 30 days and may ask you to verify your identity. A request concerning information of a business customer will be forwarded to that customer.

10. How Long We Keep Information

10.1. **Customer data.** Information a business customer uploaded or connected is kept under the Data Processing Agreement: for the term of the engagement and the export period, after which it is deleted from our active systems within 60 days and from backups within 90 days.

10.2. **Visitors, registrants and contacts.** Information about you as a visitor, registrant or contact is kept while the account is active or the business relationship continues, and for up to 24 months afterwards.

10.3. **Records.** Billing records, invoices and agreements are kept for up to seven years under record-keeping obligations. Information needed to investigate a claim, a security incident or a proceeding is kept until it ends. Aggregated information that does not identify a person is kept without time limit.

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11. Security

11.1. **Measures.** We operate an information security management system certified to ISO/IEC 27001:2022 (certificate no. 070926059721), including encryption in transit and at rest, logical separation between organisations, access control, logging and monitoring. No security is perfect, and we cannot guarantee that an incident will not occur.

11.2. **Incidents.** We will notify the Privacy Protection Authority and affected persons of a serious security incident as required by law.

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12. Minors

The Service is not intended for anyone under 18, and we do not knowingly collect information about them.

13. Changes

We may update this policy. A material change will be published on the website and sent by email or through the Service channel to customers and registered users 14 days before it takes effect. The version number and date appear at the top; earlier versions are archived at legal.wizbi.ai and provided on request.

14. Governing Law

This policy is governed by the laws of the State of Israel, and the competent courts of the Tel Aviv-Jaffa district have exclusive jurisdiction. The English version governs; a Hebrew or other translation is for convenience only.

15. Contact

WizBI.AI Ltd. · legal@wizbi.ai · contact@wizbi.ai · Database manager: the CEO.