

Privacy and Cookies Notice

Our privacy policy was last updated on 11/2025

Introduction

Beth-El Industries Ltd. (hereinafter: "**the Company**" or "**Beth-El**") is a designer and manufacturer of CBRN Air Filtration and other Air Treatment Products. At Beth-El, We are committed to protecting Our users' privacy. To protect Your Personal Data, We continue to invest in advanced security measures and follow industry best practices.

Our commitment to data privacy is founded on transparency, appropriate data management, and a strong emphasis on preserving trust with Our valued users.

This page informs you of Our policies regarding the collection, use, and disclosure of Personal Data when you use Our Service and the choices you have associated with that data.

Please read this Privacy and Cookie Notice carefully, so you can fully understand Our practices in relation to Your Personal Data.

Please Note: You are not obligated to provide Us with any Personal Data. You hereby acknowledge and agree that you are providing Us with such information of Your own free will, for the purposes described in this document and that We may retain such Personal Data in accordance with this document and any applicable laws and regulations.

By using the Service, you agree to the collection and use of information in accordance with this Privacy and Cookie Notice and the [Terms of Use](#).

[If You are an Israeli citizen, You can refer to the Hebrew version of the Privacy and Cookie Notice, [here](#).

1. Definitions/Interpretations

The words whose initial letter is capitalized have meanings defined under the following conditions.

In this Privacy Policy, these words refer to or mean as follows:

- "**Beth-El**" - referred to Beth-El Industries Ltd. as either "**the Company**", "**Beth-El**" "**We**", "**Us**", or "**Our**" in this Privacy Policy.
For the purpose of the GDPR (EU General Data Protection Regulations), Beth-El is the Data Controller.
- "**Service/Services**"- refers to the Website and all services and/or publications it provides.
- "**Website**"- refers to beind.com and all Beth-El websites in other languages, accessible from <https://beind.com/>
- "**GDPR**"- EU 2016/679 General Data Protection Regulation.
- "**Personal Data**" is any information that relates to an identified or identifiable individual.
- "**Identifiable Individual**" is one who can be identified, directly or indirectly, in particular by reference to an identifier.
- "**You**" (the user)- means the individual who accesses, uses, or interacts with Our Service, or other legal entity on behalf of which such individual is accessing or using the Service, as applicable, and whose Personal Data may be collected, processed, or stored by Us in accordance with Our Privacy Policy.
You can be referred to as the "**Data Subject**" or as the "**User**" as You are the individual using the Service.

- **"Service Provider"**- means a third-party company or individual that provides specific services or solutions to Beth-El, in relation to the processing of Personal Data or the delivery of certain features and functionalities within Our Website, application, or Service. Service Providers may include, but are not limited to, web hosting providers, , and analytics companies. For the purpose of the GDPR, Service Providers are considered Data Processors.
- **"Data Controller"**- for the purposes of the GDPR, refers to the company as the legal body, which alone or jointly with others determines the purposes and means of the processing of Personal Data. Beth-El is the Data Controller responsible for the processing of Your Data, exceptions are outlined in this Privacy and Cookies notice
Our contact details are as follows:
 1 Avshalom Road, ,Zikhron Yaaqov, Israel
 Tel: +972-4-629 9999
 Email: info@beind.com
- **"Data Processor"**- An entity that processes personal data on behalf of the data controller, often a third-party Service Provider engaged by the controller.
- **"Data Processing"**- Any operation or set of operations performed on personal data, including collection, recording, organization, storage, adaptation, retrieval, consultation, use, disclosure, or erasure.
- **"Cookies"**- Small text files stored on a user's device by a web browser when visiting a website or using an application. Cookies are used to remember user preferences, enhance website functionality, and enable personalized content delivery. They may contain information such as login details, browsing history, and user-specific settings. (For more info, please read Our Cookies Policy)
- **"Usage Data"** refers to a subset of non-personally identifiable information automatically collected from users when they interact with Our Website, application, or service. usage data may include but is not limited to, browser type, operating system, device information, access times, pages viewed, and user interactions
- **"Device"**- means physical electronic equipment used by the user to access, interact with, or engage with Our Service. Examples of devices include but are not limited to desktop computers, laptops, tablets, smartphones, and smartwatches.

2. **Types of Data Collected**

Personal Data

While using Our Service, We may request personally identifiable information from You that can be used to contact or identify You. This data may include, but is not limited to:

- First name and last name
- Your Company's name
- Your Country
- Email address
- Phone number
- Your message
- any other Personal Data that you decide to provide Us with

Usage Data

When utilizing the Service, Usage Data is automatically collected.

Information like, but not limited to, browser type, operating system, Device details, access times, pages seen, and Your interactions with the platform are examples of Usage Data. This data is primarily used for analytics purposes, improving platform performance, and enhancing the overall user experience, in accordance with Our Privacy and Cookie Notice.

When You access the Service via a mobile Device, We may automatically collect certain information, including but not limited to the type of mobile Device You are using, Your mobile operating system, the type of mobile Internet browser, and other diagnostic data. We may also collect information that Your browser sends whenever You visit Our Service or when You access the Service by or through a mobile Device.

For more information about the Cookies We use, and Your choices regarding Cookies, please visit Our Cookies Policy below.

3. How We Collect Your Data

We want to inform you about the various methods We use to collect data when you interact with Our Service as part of Our commitment to protecting Your privacy.

The primary methods We use are as follows:

- **Direct Collection:** We obtain Personal Data directly from you when you voluntarily provide it to Us, such as, but not limited to, when you contact Us via the Website channel or via email.
- **Automated Collection:** As you interact with Our Service, certain Usage Data and technical information may be automatically collected through Cookies, server logs, and other tracking technologies. This may include details about Your Device, browser, access times, and pages viewed.

Please keep in mind that Our Privacy and Cookie Notice explains how We use and protect the data collected through these methods and the options and rights you have regarding Your Personal Data.

4. Purpose of Data Processing and Use of Your Personal Data

We may use Personal Data for the following purposes:

- **To provide you with the requested Services:** We use Your Personal Data to respond to Your requests, such as, but not limited to, providing customer Service, and delivering Our Services to you.
- **To improve, support, and analyze Our Services:** We may use Your Personal Data to conduct research and analysis to improve Our Services. This includes, as an example, but not limited to, gathering feedback on Our Services, analyzing Website traffic and usage patterns, and identifying areas for improvement.
- **To manage Your requests:** To attend to and manage Your requests to Us as well as provide an answer and further information to the extent requested.
- **To comply with legal obligations:** We may use Your Personal Data to comply with applicable laws, regulations, and other legal requirements, including responding to lawful requests from law enforcement agencies and government and/or regulatory authorities.
- **For other legitimate business purposes:** We may use Your Personal Data for other legitimate business purposes, such as enforcing Our Terms of Use, protecting Our rights and interests, and preventing fraud or other illegal activities.

5. **Legal Basis for Processing Personal Data under GDPR**

We may process Personal Data under the following conditions:

- **Consent:** You have given Your consent for processing Personal Data for one or more specific purposes.
- **Performance of a contract:** Provision of Personal Data is necessary for the performance of an agreement with You and/or for any pre-contractual obligations thereof.
- **Legal obligations:** Processing Personal Data is necessary for compliance with a legal obligation to which Beth-El is subject.
- **Legitimate interests:** Processing Personal Data is necessary for the purposes of the legitimate interests pursued by Beth-El.

In any case, Beth-El will gladly help to clarify the specific legal basis that applies to the processing, and in particular, whether the provision of Personal Data is a statutory or contractual requirement, or a requirement necessary to enter into a contract.

6. **Share and Disclose Your Personal Data**

- **With Service Providers:** We also disclose information, including Personal Data We collect from and/or about You, to Our trusted third-party Service Providers and subcontractors, who have agreed to confidentiality restrictions and who use such information solely on Our behalf in order to: (1) help Us provide You with the Services; (2) aid in their understanding of how users are using Our Services; (3) Storage and maintenance of the Website.
- **With Google Analytics:** Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of Our Service. This data is shared with other Google services. Google may use the collected data to contextualize and personalize the ads of its own advertising network. You can opt out of having Your activity on the Service made available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents Google Analytics JavaScript (ga.js, analytics.js, and dc.js) from sharing information with Google Analytics about visit activity. For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page: <https://policies.google.com/privacy>
- **With Affiliates:** We may share Your information with Our affiliates, in which case We will require those affiliates to honor this Privacy Policy.
- **With Your consent:** We may disclose Your Personal Data for any other purpose with Your consent.
- **Law enforcement:** Under certain circumstances, Beth-El may be required to disclose Your Personal Data if required to do so by law or in response to valid requests by public authorities (e.g. a court or a government agency).
- **Other legal requirements:** Beth-El may disclose Your Personal Data in good faith belief that such action is necessary to:
 - ✓ Comply with a legal obligation
 - ✓ Protect and defend the rights or property of Beth-El
 - ✓ Prevent or investigate possible wrongdoing in connection with the Service
 - ✓ Protect the personal safety of Users of the Service or the public
 - ✓ Protect against legal liability

If You want to receive the list of the current recipients of Your Personal Data, please make Your request by contacting Us at Privacy@beind.com

7. Transfer of Your Personal Data

Your information, including Personal Data, is processed at Beth-El's operating offices in Israel and will be maintained, processed, and stored on cloud services located in Israel and the EU. Your consent to this Privacy Policy, followed by Your submission of such information, represents Your agreement and consent to that transfer.

Beth-El will take all steps reasonably necessary to ensure that Your data is treated securely and in accordance with this Privacy Policy and no transfer of Your Personal Data will take place to other organization or a country unless there are adequate controls in place including the security of Your data and other Personal Data. Where We transfer Your Personal Data outside of the EU/EEA (for example to third parties who provide Us with services), We will obtain relevant contractual framework commitments from them to protect Your Personal Data, such as Standard Contractual Clauses (SCC) or Data Transfer Agreement (DTA)/Data Processing Addendum (DPA) depending on which country receiving the data.

8. Retention of Your Personal Data

Beth-El will only keep Your Personal Data for as long as it is required for the purposes outlined in this Privacy Policy. We will retain and use Your Personal Data only to the extent necessary to comply with Our legal obligations (for example, if We are required to retain Your data to comply with applicable taxing or accounting laws), resolve disputes, and enforce Our legal agreements and policies. We have an internal data retention policy in place to ensure that We do not keep Your Personal Data indefinitely. More information about Cookie retention can be found in Our Cookie notice.

Usage Data will also be retained by Beth-El for internal analysis. Usage Data is typically retained for a shorter period of time, unless it is used to strengthen the security or functionality of Our Service, or We are legally required to retain this data for a longer period of time.

9. Security of Your Personal Data

We value the security of Your Personal Data, and We have implemented and maintained appropriate technical, organizational, and security measures to safeguard it. The measures We take include the physical, electronic, and procedural safeguards We employ to protect Your Personal Data, including, but not limited to, secure servers, firewalls, and antivirus. We maintain and regularly review and update Our policies and procedures. We also limit access to Your Personal Data to those employees, agents, contractors, and other third parties who have a business need to know. They will only process Your Personal Data on Our instructions, and they are subject to a duty of confidentiality. However, keep in mind that no method of Internet transmission or electronic storage is completely secure. While We make effort to use commercially acceptable safeguards to protect Your Personal Data, We cannot guarantee its complete security. Furthermore, the security of information is dependent in part on the security of the computer, Device, or network You use to communicate with us, as well as the security You use to protect Your user IDs and passwords; therefore, please take the necessary precautions to safeguard this information. If You have concerns about certain Personal Data, You may wish to avoid passing that information over the Internet

10. Your rights:

You have the right under this Privacy Policy, by law, and for the purpose of the GDPR, as follows:

- The right to notice.
- Request access to Your Personal Data.
- The right to request the erasure and deletion of Personal Data.
- Request correction of the Personal Data that We hold about You.
- Object to the processing of Your Personal Data.
- Request the transfer of Your Personal Data (Data Portability).
- Withdraw Your consent.
- You have a right to lodge a complaint with your local data protection supervisory authority.

In order to exercise Your rights as mentioned above, please contact us at Privacy@beind.com.

Processing and answering Your request are subject to legal and other permissible considerations, We will make every reasonable effort to honor Your request promptly in accordance with applicable law or inform You if We require further information in order to fulfill Your request. When processing Your request, We may ask You for additional information to confirm or verify Your identity and for security purposes before processing and/or honoring Your request. In the event that Your request would adversely affect the rights and freedoms of others (for example, would impact the duty of confidentiality We owe to others) or if We are legally entitled to deal with Your request in a different way than initially requested, We will address Your request to the maximum extent possible, all in accordance with applicable law.

11. Interaction with third-party products

We enable You to interact with third-party websites such as social media (YouTube) or the Beth-El Group for Job Offers (in Hebrew) that are not owned or controlled by Us (each a "**Third Party Service**"). Therefore, Our Service may contain links to other websites and if You click on that third-party link, You will be directed to that third party's site, which is not operated by Us, and We are not responsible for the privacy practices or the content of such Third-Party Services. We strongly advise You to review the Privacy Policy of every site You visit.

We have no control over and assume no responsibility for the content, privacy policies, or practices of any third-party sites or services.

12. Cookie Policy

Like many websites and applications, We use "Cookies" and similar technologies for several reasons, to collect information, including to help personalize Your experience, and We also use a Cookies tool on Our platform to gain consent for the optional Cookies we use. Third parties through which We provide the Services may be placing and reading Cookies on Your browser. When visiting Our platform, You shall be notified of the use of and placement of Cookies and other similar technologies on Your Device as specified herein.

There are different types of Cookies, as follows:

A "**session cookie**" is temporary and will remain on Your Device until You leave the Site/platform/service.

A "**persistent cookie**" may be used to help save Your settings and customizations across visits. It will remain on Your Device until You delete it.

An "**Analytics Cookie**" may collect information about how You interact with the website. They help identify patterns, improve user experience, and measure website performance.

A "**Functional/Essential Cookie**" may be crucial for the proper functioning of the website and enable basic features.

We may use the term "Cookies" to refer to all technologies that We may use to store data in Your browser or Device or that collect information or help Us identify You in the manner described above, such as web beacons or "pixel tags".

13. How do We use Cookies?

We use Cookies and similar technologies for a number of reasons, as specified above. The specific names and types of Cookies, web beacons, and other similar technologies We use may change from time to time. However, the Cookies We use are generally Necessary Cookies. These Cookies are necessary to allow the Site to work correctly. They enable You to access the Site, move around, and access different services, features, and tools. Examples include remembering previous actions (e.g., entered text) when navigating back to a page in the same session. These Cookies cannot be disabled.

How to adjust Your preferences. Most Web browsers are initially configured to accept Cookies, but You can change this setting so Your browser either refuses all Cookies or informs You when a cookie is being sent. In addition, You are free to delete any existing Cookies at any time. Please note that some features of the Services may not function properly when Cookies are disabled or removed. For example, if You delete Cookies that store Your account information or preferences, You will be required to input this information each time You visit.

14. Contact Us

If You have any comments or questions regarding this Privacy Policy, please contact Us at: Privacy@beind.com.