

Privacy Policy

Israel: Beyond the Expected — Beit Issie Shapiro Mission

Last updated: July 7, 2026

This Privacy Policy describes how Tlalim Group (“we”, “our” or “the Company”), located at 9 Hanafat Hadegele St., Nes Ziona, Israel, 60200, and operating under the brand name Authentic Israel for incoming tourism to Israel, collects, uses, stores and protects the personal data of users of the website elite.tlalimgroup.com (the “Site”), through which we present the “Israel: Beyond the Expected” mission, curated for Beit Issie Shapiro’s friends and supporters (the “Program”).

By using the Site and submitting any inquiry through it, you agree to the practices described in this policy.

1. Definitions

- **Personal data:** any information relating to an identified or identifiable natural person.
- **Data controller:** Tlalim Group, who determines the purposes and means of the processing of data described in this policy.
- **Data processor:** third parties who process data on our behalf or on behalf of our operational partners (for example, hosting providers, payment processors, hotels, tour guides, security personnel, and insurance providers).
- **User:** any person who visits the Site or submits an inquiry through it.

2. Data we collect

Through the Site itself

Through the “Get More Info” inquiry option on the Site, we may collect:

- Name
- Email address
- Phone number
- Any message or question you submit

Through the registration process (external system)

Registration for the Program takes place through a separate, external registration form (**mondays.com**), not hosted on this Site. This Privacy Policy does not govern that external registration process, which may be subject to its own privacy notice. For your awareness, based on the nature of the Program, registration is expected to involve additional categories of information, including:

- Full name, contact details, and billing information for your deposit and balance payment
- Special dietary needs or food allergy information
- Information about mobility limitations or accessibility needs
- Travel insurance and/or medical insurance details, where applicable

3. Purpose of processing

We use your personal data to:

- Respond to your inquiries about the Program
- Facilitate your registration and participation in the Program, including coordination with hotels, licensed tour guides, logistical coordinators, security personnel, and insurance providers necessary to deliver the Program
- Process your deposit and balance payments
- Send you informational or marketing communications, only if you have given your express consent
- Improve the operation of the Site
- Comply with applicable legal obligations

4. Legal basis for processing

We process your personal data based on:

- **Performance of a contract**, since registration for the Program constitutes an agreement between you and us for paid travel services
- **Your consent**, for optional communications and for the processing of sensitive data described below
- **Legitimate interest**, in operating and improving the Program and the Site
- **Legal obligation**, where applicable (for example, tax and security-related requirements for travel to Israel)

Note on health and sensitive data

As part of registration, you may be asked to disclose special dietary needs, food allergies, or mobility limitations, in order for us to coordinate appropriate accommodations with our hotel and restaurant partners. This is considered sensitive/special category data under applicable data protection laws (e.g., GDPR Art. 9). We collect and share this information with relevant operational partners only with your explicit consent and only for the purpose of accommodating your needs during the Program. We do not use this information for any other purpose.

5. Data retention

We retain your personal data only for as long as necessary to fulfill the purposes described in this policy, including the duration of the Program and any applicable post-trip administrative, tax, or legal requirements, unless a longer retention period is required or permitted by law.

6. Who we share your data with

Depending on whether you submit an inquiry or complete registration, we may share your personal data with:

- Hotels providing accommodation during the Program (e.g., The David Kempinski, Waldorf Astoria)
- Licensed tour guides, logistical coordinators, and security personnel engaged to deliver the Program
- Insurance providers (e.g., Harel, Travel Insured International), if you choose to purchase insurance through a partner we introduce you to
- Payment processors, to process your deposit and balance payment
- Public authorities, when required by law (including security-related requirements for travel in Israel)
- Third parties, in the event of a merger, acquisition, or sale of the Company's assets

We do not sell your personal data to third parties for commercial purposes unrelated to those described in this policy.

7. International data transfers

Tlalim Group is headquartered in Israel, and your personal data may be transferred to and processed in Israel and other countries where our operational partners (hotels, insurance providers, hosting providers) are located, including the United States. In such cases, we adopt appropriate safeguards required by applicable regulations.

Note for users in the European Union/UK

The European Commission has recognized Israel as providing an adequate level of data protection, allowing data transfers without additional safeguards under the GDPR. For transfers to the United States, we rely on the EU-US Data Privacy Framework or standard contractual clauses, as applicable.

8. Data security

We implement reasonable technical and organizational measures to protect your personal data. However, no method of transmission or storage is 100% secure, and we cannot guarantee absolute security.

9. Your rights

Depending on your country of residence, you may have the right to:

- Access your personal data

- Rectify inaccurate or incomplete data
- Erase your data (“right to be forgotten”), subject to our legitimate need to retain records related to a paid Program
- Object to the processing of your data
- Restrict the processing of your data
- Data portability to another controller
- Withdraw your consent at any time, without affecting the lawfulness of processing carried out before withdrawal

To exercise these rights, contact us at: iand@authenticisrael.com

10. Country-specific provisions

If you reside in Israel: processing is governed by the Israeli Privacy Protection Law, 5741-1981, including Amendment 13, effective August 2025. The competent authority is the Israeli Privacy Protection Authority.

If you reside in the United States: depending on your state of residence, you may have additional rights under laws such as the California Consumer Privacy Act (CCPA) and the California Privacy Rights Act (CPRA), including the right to know what personal data we collect, request its deletion or correction, and opt out of the sale or sharing of your personal information. The Tlalim Group does not sell or share personal data with third parties in exchange for valuable consideration, as defined under these laws.

If you reside in the European Union or United Kingdom: processing is governed by the GDPR or UK GDPR, as applicable. You may lodge a complaint with your local supervisory authority.

If you reside in Canada: processing is governed, as applicable, by the Personal Information Protection and Electronic Documents Act (PIPEDA).

If you reside in another country: we will seek to respect the rights recognized by the data protection legislation applicable in your country of residence.

11. Links to other sites

Our Site may contain links to third-party websites, including the external registration form and partner websites (hotels, insurance providers). We are not responsible for the privacy practices of such sites.

12. Changes to this Policy

We may update this Privacy Policy periodically. We will notify you by posting the new version on this page, indicating the “Last updated” date.

13. Contact

If you have questions about this Privacy Policy or wish to exercise your rights, contact us at:

Tlalim Group

Email: iland@authenticisrael.com

Address: 9 Hanafat Hadegele St., Nes Ziona, Israel, 60200

Phone: 03-6306324