

PRIVACY POLICY

1. GENERAL

This Privacy Policy Statement (“**Privacy Policy**”) explains how CAESARSTONE SDOT-YAM LTD. and/or its affiliates (collectively, “**CAESARSTONE**” or “**We**”) collect, use, share, protect and may disclose under certain circumstances, your information and it applies to your use of the website located at the following domain address: <http://www.caesarstone-tomdixon.com> (the “**Web Site**”). Your use of the Website is also governed by the terms of use published in the Website (the “**Terms of Use**”). In the event of any conflict between the terms of this Privacy Policy and the terms of the Terms of Use the terms of Terms of Use shall prevail.

We are committed to protecting and respecting your privacy and any information that You may provide us. Please read this Privacy Policy carefully before using the Web Site and review it periodically for the latest information about our privacy practices. By using or browsing the Web Site, you fully agree to the terms of this Privacy Policy.

2. THE INFORMATION WE COLLECT

When you use of (including any browse through or access of) the Web Site, we may gather certain information, including the following information:

- *Personally Identifiable Information* – This is information that may identify a person such as: first name, last name, E-mail address and phone number. We may collect Personally Identifiable Information about you, ONLY if you voluntarily choose to provide it yourself (for example: while submitting certain forms in or through the Web Site). There may be Personal Information that remains within our databases, access logs, and other records.
- *Anonymous/Non-Personally Identifiable Information* - which is information that alone cannot identify you, including without limitations, information derived from cookies, pixel tags and web beacons, such as your Internet Protocol (IP) address, browser type, browser language, and the web page you have visited immediately prior to visiting the Web Site or other numeric codes used to identify a computer.
- *Cookies* - We use cookies and other web technologies (“**Cookies**”) on this Web Site to help us collect and store some of the information we describe above and to enable Web Site functionality to be provided. For more detailed information about the technologies we use and your rights to control those Cookies, please visit our cookie policy.

3. HOW WE USE THE INFORMATION

We may use the information we collect and store for the following purposes: (i) to provide, maintain and improve your user experience and Web Site operation; (ii) to send you communications and administrative emails and to provide users with further information and updates with regards to CAESARSTONE’s products, technology, etc; (iii) to send you newsletter and/or marketing messages relating to any of CAESARSTONE products (collectively, “**Marketing Message(s)**”). We may do this electronically, for example by email. You may tell us at any time if you do not wish to receive Marketing Message from us by contacting us through our online contact form, available at <http://www.caesarstone.com/en/Customer-Service/Pages/Contact-us.aspx> and by following any instructions we may include in the message we send to you. For example, a STOP message will appear at the foot of marketing text or email messages we send you. If required by applicable laws, we will obtain your prior consent by requesting you to check the relevant box in our Web Site; (iv) for analytics research purposes; (v) to prevent fraud, resolve disputes,

troubleshoot problems, assist with any investigations, enforce the Terms of Sale, establishing your use of the Web Site and performing activities through the Web Site, disclaimers and limitations of liability governing the use of our Web Site, and take other actions otherwise permitted by law; and/or (v) for any other purposes as set forth in this Privacy Policy and/or the Terms of Use.

4. DISCLOSING OF ANY INFORMATION TO OUTSIDE PARTIES

We share Personal Identifiable Information and Non-Personally Identifiable Information collected via the Web Site with other companies or individuals as follows: (i) third parties who provide a service to CAESARSTONE, such as with vendors that assist CAESARSTONE in sending email, marketing and customer service (including their sub-contractors), on the understanding that they will keep the information confidential; (ii) third parties if CAESARSTONE has a good faith belief that access, use, or disclosure of such information is reasonably necessary to (a) satisfy applicable law, regulation, legal process or an enforceable governmental request, (b) enforce the applicable CAESARSTONE's Terms of Use, including investigation of potential violations thereof, (c) detect, prevent, or otherwise address fraud, security or technical issues, or (d) protect against harm to the rights, property or safety of CAESARSTONE, its users or the public as required or permitted by law; (iii) any of CAESARSTONE subsidiaries, joint ventures, or other companies under common control with CAESARSTONE, in which case CAESARSTONE will require them to honor this policy. Additionally, in the event CAESARSTONE goes through a business transition such as a merger, acquisition by another company, or sale of all or a portion of our assets, your Personal and/or Non-Personal Identifiable Information may be among the assets transferred; and (iv) third parties to whom you ask CAESARSTONE to send Personal and/or Non-Personal Identifiable Information.

If we transfer your information in accordance with condition (i) and (iv) aforementioned, we will make sure that the transferees agree to apply the same levels of protection as we are required to apply to your information and, where appropriate, to use your information strictly in accordance with our instructions.

5. THIRD PARTIES' PRACTICES

This section does not cover the information practices exercised by other providers of products or services, advertisers or other web-sites, or companies/people that CAESARSTONE does not own or control, or does not employ or manage. CAESARSTONE would like to emphasize that CAESARSTONE is not and cannot be responsible for the content or the privacy policies of websites to which it may link or websites that link to CAESARSTONE's Web Site.

6. SECURITY PRECAUTIONS TO PROTECT YOUR PERSONALLY IDENTIFIABLE INFORMATION

We are committed to use our best efforts to maintaining the security of your Personal Identifiable Information. To prevent unauthorized access, maintain data accuracy, and ensure the appropriate use of information, we adhere to industry standard practices and procedures to help safeguard and secure the information we collect. Although we use our best efforts to protect the security of your Personal Identifiable Information and our system, due to the inherent open nature of the Internet, no transmission via the Internet can be guaranteed to be 100% secure. As a result of this and other factors beyond CAESARSTONE's control, we cannot and do not guarantee the absolute security of the information that you transmit to or through our Web Site. Therefore, you assume that risk by using the Web Site.

7. MODIFICATION AND DELETION OF PERSONALLY IDENTIFIABLE INFORMATION

You are entitled to review the database information submitted by you and/or relating to you, under applicable law. A person who has reviewed the information relating to him/her and found it to be incorrect, incomplete, unclear or not up to date, may contact the database owner and request that the information be updated or deleted, as follows:

- *Deletion* - In order to delete the Personally Identifiable Information you submitted, please notify us, through our online contact form, available at: <http://www.caesarstone.com/en/Customer-Service/Pages/Contact-us.aspx> that you wish to delete your Personally Identifiable Information contained at our databases.
- *Modification* - If you wish to modify or update your personally identifiable information, please send us your updated details through our online contact form, available at <http://www.caesarstone.com/en/Customer-Service/Pages/Contact-us.aspx> . Please note that deletion of your personally identifiable information from CAESARSTONE's database will not prevent CAESARSTONE from using gathered anonymous information.

8. CHANGES TO THE PRIVACY POLICY

This Privacy Policy may change from time to time, effective upon posting an updated version of the Privacy Policy on the Website. Please check periodically the Web Site to review such changes in the Privacy Policy. Your use of (including any browse through or access of) the Web Site, after such revised Privacy Policy has been posted on the Web Site, shall constitute your consent to the new or revised Privacy Policy. If you are not satisfied with any aspect of it please do not continue to use the Website.

9. GOVERNING LAW

This Privacy Policy shall be governed by and construed in accordance with the laws of the state of Israel (unless otherwise required by any laws, regulations and/or directives which are applicable to your country of origin). The parties will submit all their disputes arising out of or in connection with this Privacy Policy to the exclusive jurisdiction of the Court Tel-Aviv, Israel.

10. CONTACT US

Please feel free to direct any questions or concerns regarding this Privacy Policy by contacting us through our online contact form, available at: <http://www.caesarstone.com/en/Customer-Service/Pages/Contact-us.aspx> .

This Privacy Policy was last modified on: April 3rd 2016