



Privacy Policy

INSTICK Israel Website | Operated by NOVA FOOD LTD

Last updated: August 2, 2026 | Version 1.0

This English translation is provided for convenience only. The binding version of this document is the Hebrew version published on the Site, and in the event of any inconsistency the Hebrew version shall prevail.

NOVA FOOD LTD respects the privacy of the users of instick.co.il (the "Site") and regards the protection of their personal data as a core value. This policy explains what personal data is collected in the course of using the Site, for what purposes, to whom it may be disclosed, how it is secured, and what rights are available to you under the Israeli Protection of Privacy Law, 5741-1981, including Amendment No. 13, and the regulations enacted under it. In the event of any inconsistency between the Hebrew version and its translations, the Hebrew version shall prevail.

1. Who We Are

1.1. The owner of the Site and the party responsible for the personal data collected through it (the data controller) is NOVA FOOD LTD, Company No. 517357323, 8 HaKishon St., Rishon LeZion, Israel (the "Company").

1.2. For any privacy-related question or request, you may contact us by email at Novafoodinfo@gmail.com or by phone at +972-58-486-6694.

2. What Personal Data Is Collected

2.1. Data you provide: full name, delivery address, phone number, email address, details of your orders, the content of your inquiries to customer service and details provided when subscribing to our mailing list. Payment details are received and processed directly by the payment service provider, and the Company does not store full card numbers in its systems.

2.2. Data collected automatically: IP address, device and browser identifiers, usage and browsing data, your chosen interface language and data collected through cookies and similar technologies, as detailed in the Site's Cookie Policy.

2.3. You are under no legal obligation to provide personal data, and providing it depends on your consent and free will. However, without certain details, such as a name, delivery address and means of payment, we will not be able to complete an order or provide certain services.

3. Purposes of Collection and Use

The Company collects and processes personal data for the following purposes:

- receiving, processing and fulfilling orders, billing and delivering Products to the address provided;
- managing the relationship with the customer, including order status updates;
- providing customer service and handling inquiries and complaints;
- sending updates and marketing content, subject to explicit consent as set out in Section 4 below;
- statistical analysis, improvement of the Site, the service and the user experience, and Site security;
- compliance with the Company's legal obligations, fraud prevention and exercise of legal rights.

4. Direct Mailing and Marketing Communications

4.1. Marketing messages by email, SMS or similar means will be sent only with explicit prior consent, in accordance with Section 30A of the Israeli Communications Law (Telecommunications and Broadcasting), 5742-1982, or under the exceptions set out therein.

4.2. Consent to receive marketing communications is separate from acceptance of the Terms of Use, and may be withdrawn at any time via the unsubscribe link at the bottom of each message or by contacting the Company directly.

4.3. To the extent that the Company carries out "direct mailing" as defined in the Protection of Privacy Law, you have the rights set out in Sections 17C to 17F of that law, including the right to demand in writing that data used for direct mailing be deleted from the database.

5. Disclosure to Third Parties

5.1. The Company does not trade in personal data and does not sell it to third parties. Personal data will be disclosed to third parties only to the extent required for the purposes described above, including:

- courier and logistics companies, for the purpose of delivering orders;
- payment and clearing service providers, for the purpose of completing transactions;
- hosting, IT infrastructure, Site maintenance, and measurement and analytics providers;
- mailing system providers, subject to your consent to receive mailings;
- the Company's professional advisers, such as accountants and lawyers, as needed;
- competent authorities, where required by law, court order or in the framework of legal proceedings;
- an entity acquiring the Company's business or merging with it, provided it undertakes to comply with this policy.

6. Transfer of Data Outside Israel

6.1. Some of the Company's service providers, including cloud hosting and analytics providers, operate outside Israel. Any such transfer of data will be carried out in accordance with the Israeli Privacy Protection Regulations (Transfer of Data to Databases Abroad), 5761-2001, while taking reasonable measures to ensure an adequate level of protection for the data.

7. Cookies and Tracking Technologies

7.1. The Site uses cookies and similar technologies for its proper operation, saving preferences, statistical measurement and marketing. Full details of the types of cookies, their purposes and how they can be managed or deleted appear in the Cookie Policy published on the Site.

8. Data Security

8.1. The Company implements organizational and technological security measures consistent with the Israeli Privacy Protection Regulations (Data Security), 5777-2017, including traffic encryption, restricted access permissions and accepted security controls.

8.2. Notwithstanding the above, the Company cannot guarantee absolute immunity against intrusion into its systems or misuse of data, and it shall not be liable for damage caused by an event beyond its reasonable control, subject to applicable law.

9. Data Retention

9.1. Personal data will be retained for as long as it is needed for the purposes for which it was collected, including compliance with record-keeping obligations under law, such as tax law, dispute resolution and enforcement of agreements. Data that is no longer needed will be deleted or converted into data that does not allow personal identification.

10. Your Rights

10.1. Right of access: under Section 13 of the Protection of Privacy Law, you are entitled to review the personal data about you held in the Company's databases.

10.2. Right of correction and deletion: under Section 14 of the law, you may request the correction or deletion of data found to be incorrect, incomplete, unclear or outdated.

10.3. To exercise your rights, you may contact the Company using the contact details at the end of this document. The Company will handle the request within the timeframes set by law. If your request is refused, you have the right to apply to the courts in accordance with the law, and you may also file a complaint with the Israeli Privacy Protection Authority.

11. Minors

11.1. The Site is not intended to knowingly collect data from minors under the age of 18 without the consent of a parent or legal guardian. If you become aware that a minor has provided the Company with personal data without such consent, please contact us and we will act to delete the data.

12. Updates to This Policy

12.1. The Company may update this policy from time to time, subject to applicable law. The updated version will be published on the Site, and the date of the last update will appear at the top of the document. A material change in the way data is used will be brought to users' attention in a prominent manner, and renewed consent will be requested where necessary.

13. Contact

13.1. For any question or request regarding this policy or the use of personal data, you may contact us using the following details:

Company Details

NOVA FOOD LTD, Company No. 517357323

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Email: Novafoodinfo@gmail.com

Website: instick.co.il