



Privacy Policy (US)

This Privacy Policy describes how personal and/or medical information about you may be used and disclosed, and how you can obtain access to this information. Please review it carefully.

This Privacy Policy (the "Privacy Policy") applies to Lifeward Ltd., a limited company with registered offices at 3 Hatnufa st. Yokneam, Israel, incorporated and registered under the law of Israel, together with all its subsidiaries (together "Lifeward", "Us", "We", or the "Company"). Lifeward engages in the development and marketing of products intended for use in the rehabilitation of individuals with lower limb disability due to stroke, through websites, systems, physical products, mobile applications or any other services (the "Services").

This Privacy Policy describes the manner in which Lifeward handles and manages any information related to its clients and/or users of its Services or websites (each, a "User" or "Users"). This Privacy Policy applies to users located in the United States and is designed to comply with applicable U.S. federal and state privacy laws.

This Privacy Policy also addresses the requirements of the Health Insurance Portability and Accountability Act of 1996, as amended ("HIPAA"), and acts as Lifeward's **Notice of Privacy Practices**. In addition, this Privacy Policy complies with the California Consumer Privacy Act, as amended by the California Privacy Rights Act ("CCPA/CPRA"), and other applicable U.S. federal and state privacy laws, to the extent applicable to Lifeward's collection and processing of personal and health-related information.

Contacting Lifeward

Lifeward acts as data controller and has appointed a HIPAA Privacy Officer. The HIPAA Privacy Officer shall be contacted by using the following information:

HIPAA Privacy Officer:

Ishay Tal
Address: 3 Hatnufa st. 6th fl. Yokneam, 2069203 Israel
Telephone: +972 4 959 0123
Email: ishay.tal@golifeward.com

collection of Personal Information

As part of its Services Lifeward may collect, maintain, store or process personal information from Users in a variety of ways, including, but not limited to, when Users visit Lifeward websites, register on such websites, fill out a form, sign a contract, purchase a product and in connection with other activities, use applications and benefit from Services proposed by Lifeward. Such personal information may include, as appropriate and relevant, name, date of birth, email address, mailing address, phone number, and other identifiers. In some cases, the data may also include some medical information regarding the User health status. For example, you may provide us with your medical data voluntarily and upon your choice, in order to check the suitability of any of our products for your case. In addition, Lifeward may collect some usage data and marketing and communication data regarding its Users and websites visitors. Some of this data and information may be collected through automatic means like cookies and similar technologies (please refer to the description below, under "Cookies Usage").

Protected Health Information (PHI) Under HIPAA. In the course of providing its Services, Lifeward (as a Covered Entity) may collect, use, and disclose Protected Health Information ("PHI") as defined under HIPAA. PHI includes individually identifiable health information, such as medical history, diagnoses, treatment information, and other health-related data linked to an individual. Lifeward will use and disclose PHI only as permitted or required by HIPAA, including for purposes of treatment,



payment, and health care operations, and will obtain written authorization from the individual before using or disclosing PHI for any other purpose, unless an exception under HIPAA applies. Lifeward applies the minimum necessary standard when using or disclosing PHI, limiting access to only the information reasonably necessary to accomplish the intended purpose.

Uses and Disclosures of PHI for Treatment, Payment, and Health Care Operations. **Treatment:** Lifeward may use and disclose your PHI to provide, coordinate, or manage your rehabilitation care. For example, Lifeward may share your PHI with a physical therapist or physician involved in your exoskeleton-assisted rehabilitation program. **Payment:** Lifeward may use and disclose your PHI to obtain payment for services provided to you. For example, Lifeward may share information about your treatment with your health insurer to obtain reimbursement or to verify coverage. **Health Care Operations:** Lifeward may use and disclose your PHI for its health care operations. For example, Lifeward may use your PHI to evaluate the quality and effectiveness of its rehabilitation services or to train staff involved in your care.

Other Uses and Disclosures Not Requiring Your Authorization. Lifeward may also use or disclose your PHI without your written authorization in certain other situations, including but not limited to: as required by law; for public health activities; to report victims of abuse, neglect, or domestic violence; for health oversight activities; in connection with judicial and administrative proceedings; for law enforcement purposes; to avert a serious threat to health or safety; for specialized government functions (e.g., military, national security); and for workers' compensation as authorized by law.

Uses and Disclosures Requiring Your Written Authorization. Lifeward will obtain your written authorization before using or disclosing your PHI for purposes not described in this Privacy Policy, including: (a) uses and disclosures of your PHI for marketing purposes (not authorized or consented to herein); and (c) disclosures that constitute a sale of your PHI. You may revoke any such authorization in writing at any time by contacting Lifeward's Privacy Official. Revocation will not affect any actions taken in reliance on the authorization before it was revoked.

Appointment Reminders and Treatment Alternatives. Lifeward may contact you to provide appointment reminders or to inform you of treatment alternatives or other health-related benefits and services that may be of interest to you.

For purposes of this Privacy Policy, the individual data described above (including PHI under HIPAA) shall be collectively referred to hereinafter as "**Personal Data**".

Collection of Non-personal Identification Information

Lifeward may collect non-personal identification information about Users whenever they use a Lifeward website or application or other online service. Non-personal identification information may include technical information about Users means of connection, such as the operating system and the Internet service provider utilized, geographical information such as country of origin, behavioural information such as time spent on site, as well as further non-personal analytical data to improve customer experience, products and services.

Lifeward may also collect, use, and share aggregated data such as statistical or demographic data for any purpose, even if such data was derived from Users' Personal Data, to the extent such data cannot be linked to any identified individual. Such anonymized or aggregated data may be used by Lifeward as part of its Services and ongoing operations, including for research or statistical purposes, without further notice.

The performance of the Services may depend on the collection and processing of personal identification information (including PHI) and non-personal identification information. As a User, you do not have to provide Lifeward with your personal identification information, but in some cases, if you do not, it may mean that you won't be able to use some of the Services. For example, Lifeward cannot provide you with any customer's service and cannot treat any inquiry unless you will provide Lifeward with the relevant information for contacting you and responding to your inquiry. Similarly,

Lifeward cannot provide you with any of its rehabilitation and/or exoskeleton products, unless you provide Lifeward with some medical information.

Cookies and similar technologies

Lifeward may use cookies (including pixels, web beacons or any other similar technology) to improve the User's experience in regard of the Services and website usage. Cookies are basically small files which are being implemented in User's computer in order to gather a certain set of information used to customize the navigation and use of the Services, thus enabling certain unique functionalities.

Lifeward may use various types of Cookies, including basic cookies designated for the proper and easy use of a website or system:

- Essential Cookies – which are necessary for the site to work properly (usually appears under “ReWalk” cookie tag). Sometimes those cookies are just “Session Cookies” which are stored only temporarily during a browsing session and are deleted from your device when you close the browser.
- Functional Cookies – designated to save your settings, such as language or other view preferences (also, under Lifeward Cookie tag).
- Analytics Cookies - Lifeward may also use analytics cookies, which provide Lifeward with aggregated information which enables us to improve the way websites and systems work, usually through the use of Google analytics - a web analytics service. It is operated by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. The information generated by the cookie about your use of this website is usually transmitted to a Google server in the USA and stored there. Lifeward, as a website and systems operator have a legitimate interest in analysing user behaviour to optimize both its website and its advertising.
- Targeting Cookies - these cookies are used to collect information from any User to help Lifeward with serving the User with targeted advertisements relevant to them (e.g. Google's AdWords Cookies).

In addition, Lifeward may use social media cookies and plugins for improving Users experience and allowing the connectivity between its website and Services with the User's social media accounts:

- **Meta Platforms (formerly Facebook) plugins and pixels (Like & Share buttons)**

Plugins for the social network Meta Platforms (Meta Platforms Inc., 1 Hacker Way, Menlo Park, California 94025, USA). The Facebook plugins can be recognized by the Facebook logo or the Like button on our site. For an overview of Facebook plugins, see <https://developers.facebook.com/docs/plugins/>

When you visit our site, a direct connection between your browser and the Facebook server is established via the plugin. This enables Facebook to receive information that you have visited our site from your IP address. If you click on the Facebook “Like button” while you are logged into your Facebook account, you can link the content of our site to your Facebook profile. This allows Facebook to associate visits to our site with your user account. Please note that, as the operator of this site, we have no knowledge of the content of the data transmitted to Facebook or of how Facebook uses these data. For more information, please see Facebook's privacy policy at <https://www.facebook.com/policy.php>.

If you do not want Facebook to associate your visit to our site with your Facebook account, please log out of your Facebook account.

- **✕ (Twitter) plugin**

Functions of the Twitter service have been integrated into Lifeward's website and app. These features are offered by X (Twitter) Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103, USA. When you use X (Twitter) and the "Retweet" function, the websites you visit are connected to your X account and made known to other users. In doing so, data will also be transferred to Twitter. We would like to point out that, as the provider of these pages, we have no knowledge of the content of the data transmitted or how it will be used by Twitter. For more information on Twitter's privacy policy, please go to <https://x.com/en/privacy>.

Your privacy preferences with X (Twitter) can be modified in your account settings at <https://x.com/settings/account>.

- **LinkedIn plugin**

Lifeward website uses functions from the LinkedIn network. The service is provided by LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA.

Each time one of our pages containing LinkedIn features is accessed, your browser establishes a direct connection to the LinkedIn servers. LinkedIn is informed that you have visited our web pages from your IP address. If you use the LinkedIn "Recommend" button and are logged into your LinkedIn account, it is possible for LinkedIn to associate your visit to our website to your user account. We would like to point out that, as the provider of these pages, we have no knowledge of the content of the data transmitted or how it will be used by LinkedIn. More information can be found in the LinkedIn privacy policy <https://www.linkedin.com/legal/privacy-policy>.

Please note that the data collected by use of Cookies may be linked to and combined with any other data, including personal identified information. Some tracking technologies (such as certain analytics or targeting cookies) may constitute "sharing" of personal information for cross-context behavioral advertising under CCPA/CPRA, for which you have the right to opt out. Also note, that the data collected from our website through cookies by third parties (e.g., Facebook) may be linked by those third parties to other data they collect on other websites and the data they hold about you from their independent applications and services (e.g., your Facebook account). We are not responsible nor aware of the use of any such third party in that external data, and in any concern regarding this data you should connect such third party.

Managing cookies and opting out: aside from the essential and functional Cookies described above, you can always configure your browser to reject all cookies or notify you when a cookie is set, or use the "cookies bar" installed in the website to limit the use of cookies, but sometimes in that case, certain services, features, and functionality in our website may not be available to you.

How Lifeward Uses Collected Information

Principally, personal and non-personal identification information is used to provide the Users with the Services and to ensure a full efficiency of the Services they have registered for or they requested in any other manner.

In this framework, Lifeward may collect and use Users' personal and non-personal identification information for the following purposes:

- To check your suitability to our products: As part of your interaction with us as a potential customer and user of our products, we may collect some data regarding your health status, in order to evaluate the suitability of our products to your case. We may collect such data through direct conversations and meetings, online questionnaires or any other manner.
- To improve Services: Information Users provided will help Lifeward to respond to certain Users' requests.
- To personalize User experience: Lifeward may use non-personal identification information to understand how Users as a group use Lifeward Services.



- To improve Lifeward's websites and other internet presence as well as other communication tools or tools for specific Services: Lifeward may use feedback that Users provide to improve its products and services.
- To send periodic emails and other text messages and/or notifications: Lifeward may use the email address or mobile phone number provided by Users to respond to inquiries, questions, and/or other requests. If Users decide to opt-in to Lifeward notification list, they will receive periodic information that may include company news, updates, related product or service information, private sales, information from Lifeward service providers on joint projects etc. (the "**Periodic Information Service**"). For the case that, at any time, Users would like to unsubscribe from the Periodic Information Service, Lifeward includes detailed unsubscribe instructions at the bottom of each such email or other text message.

Protection of Personal Identification Information

Lifeward adopts appropriate data collection, storage and processing practices and security measures to protect against unauthorized access, alteration, disclosure or destruction of Users' personal information within the limits of Lifeward's role with respect to the relevant Services (as certain specific services may be rendered by third parties).

We take reasonable measures to ensure that any personal identification information data is being collected on an as needed basis in connection with the purposes set out in this Privacy Policy, and under strict minimalization requirements.

It is User's sole responsibility to ensure the security and protection of any data transferred to Lifeward by the User, and Lifeward shall not be responsible for any such transfer made through an unsecured method (e.g. Email).

HIPAA Security Safeguards / Breach Notification

Where HIPAA applies, Lifeward maintains administrative, physical, and technical safeguards to protect the confidentiality, integrity, and availability of electronic PHI, in compliance with the HIPAA Security Rule (45 C.F.R. Part 164, Subpart C). These safeguards include, but are not limited to, access controls, audit controls, transmission security, encryption of electronic PHI at rest and in transit, and workforce training on HIPAA requirements.

In the event of a breach of unsecured PHI, Lifeward will notify affected individuals without unreasonable delay and no later than sixty (60) calendar days following discovery of the breach, as required by the HIPAA Breach Notification Rule (45 C.F.R. Part 164, Subpart D). Lifeward will also notify the U.S. Department of Health and Human Services ("HHS") as required and, where a breach affects more than 500 individuals in a single state or jurisdiction, will notify prominent media outlets serving that state or jurisdiction.

Sharing Personal Identification Information

Lifeward does not sell, trade, or otherwise transfer to third parties Users' personal identification information for monetary consideration or as defined under CCPA/CPRA. However each User accepts that his/her personal identification information can be transmitted to website hosting and editing partners and other service providers and sub-contractors who assist Lifeward in providing the Services, conducting its business, or servicing the User, so long as those service providers and sub-contractors undertake to process the information only according to Lifeward's instructions and to comply with the applicable law regarding the protection of personal identification information. In addition, any such transfer will be made subject to contractual terms ensuring the security and protection of any personal identification information, in accordance with any legal requirements.

Lifeward may also release User's personal identification information when it believes that such release is necessary to comply with the law, enforce its websites' general terms of use, or protect its or others' rights, property, or safety.

However, Users non-personal identification information may be provided to third parties for marketing, advertising, or other uses.



Data Retention

Lifeward takes all reasonable measures to ensure that the User's Personal Data is processed for the minimum period necessary for the purposes or as required by law. The Personal Data will be retained by Lifeward according to the following criteria:

- (1) as long as LIFEWARD maintains an ongoing relationship with the User (e.g., where the User is a recipient of LIFEWARD's services, or is lawfully included in LIFEWARD's mailing list and has not unsubscribed);
- (2) as long as the User's Personal Data are necessary in connection with the purposes set out in this Privacy Policy, for which LIFEWARD has a valid legal basis
- (3) with the User's prior consent, until the expiry of any additional retention period.

Lifeward undertakes to delete or to anonymise the User's Personal Data upon expiry of the retention period as described above.

Your Rights Under U.S. Law (CCPA/CPRA)

Lifeward **does not sell personal information** as defined under CCPA/CPRA.

If you are a California resident, you have the following rights under the California Consumer Privacy Act, as amended by the California Privacy Rights Act:

- **Right to Know:** You have the right to request that Lifeward disclose the categories and specific pieces of personal information it has collected about you, the categories of sources from which your personal information was collected, the business or commercial purpose for collecting your personal information, and the categories of third parties with whom your personal information is shared or disclosed.
- **Right to Delete:** You have the right to request that Lifeward delete personal information it has collected from you, subject to certain exceptions permitted by law.
- **Right to Correct:** You have the right to request that Lifeward correct inaccurate personal information that it maintains about you.
- **Right to Opt-Out of Sale or Sharing:** You have the right to opt out of the sale or sharing of your personal information. Lifeward does not sell personal information as defined by the CCPA/CPRA. If this practice changes, Lifeward will provide a clear and conspicuous "Do Not Sell or Share My Personal Information" link on its website.
- **Right to Limit Use of Sensitive Personal Information:** Where Lifeward collects sensitive personal information, including health data, you may request that Lifeward limit its use and disclosure to that which is necessary to perform the Services or as otherwise permitted by law.
- **Right to Non-Discrimination:** Lifeward will not discriminate against you for exercising any of your CCPA/CPRA rights. You will not receive different pricing or a different level of service as a result of exercising your rights.

To exercise these rights, please submit a verifiable consumer request by contacting us at ishay.tal@golifeward.com or by calling +972 4 959 0123. Lifeward will acknowledge receipt of your request within ten (10) business days and will respond substantively within forty-five (45) calendar days. If additional time is needed, Lifeward will notify you of the extension and the reason for it. Lifeward may request information necessary to verify your identity before fulfilling your request. You may also designate an authorized agent to make a request on your behalf by providing a written authorization or power of attorney.



HIPAA Individual Rights

Where HIPAA applies to your information, you have the following additional rights with respect to your PHI:

- **Right to Access:** You have the right to inspect and obtain a copy of your PHI maintained by Lifeward in a designated record set, subject to limited exceptions.
- **Right to Amend:** You have the right to request an amendment to your PHI if you believe it is inaccurate or incomplete.
- **Right to an Accounting of Disclosures:** You have the right to receive an accounting of certain disclosures of your PHI made by Lifeward during the six (6) years prior to your request.
- **Right to Request Restrictions:** You have the right to request that Lifeward restrict certain uses and disclosures of your PHI, although Lifeward is not required to agree to such a request except where required by law.
- **Right to Confidential Communications:** You have the right to request that Lifeward communicate with you about your PHI by alternative means or at alternative locations.
- **Right to a Paper Copy of This Privacy Policy:** You have the right to obtain a paper copy of this Privacy Policy upon request.
- **Right to Receive Notice of a Breach:** You have the right to be notified if Lifeward discovers a breach of your unsecured PHI.

To exercise any of these rights, please contact us at ishay.tal@golifeward.com.

Lifeward's Duties. Lifeward is required by law to maintain the privacy of your PHI and to provide you with this Privacy Policy (as Lifeward's HIPAA Notice of Privacy Practices) of its legal duties and privacy practices with respect to your PHI. Lifeward is required to abide by the terms of this Privacy Policy currently in effect. Lifeward is required to notify affected individuals following a breach of unsecured PHI. Lifeward reserves the right to change the terms of this Privacy Policy and to make the new provisions effective for all PHI it maintains. If Lifeward makes a material change to this Privacy Policy, Lifeward will make the revised Privacy Policy available upon request and will post the revised Privacy Policy on its website.

Complaints. If you believe your privacy rights have been violated, you may file a complaint with Lifeward by contacting the Privacy Official at ishay.tal@golifeward.com or +972 4 959 0123. You may also file a complaint with the U.S. Department of Health and Human Services, Office for Civil Rights, by sending a letter to 200 Independence Avenue, S.W., Washington, D.C. 20201, by calling 1-877-696-6775, or by visiting www.hhs.gov/ocr/privacy/hipaa/complaints/. You will not be retaliated against for filing a complaint.

Contact Information. For more information about this Privacy Policy, or to exercise any of your rights described in this Privacy Policy, please contact Lifeward's HIPAA Privacy Official: Ishay Tal, 3 Hatnufa st. 6th fl., Yokneam, 2069203 Israel; Telephone: +972 4 959 0123; Email: ishay.tal@golifeward.com.

Links to other sites

Lifeward Website may include links to third-party websites, plug-ins, and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about the User or visitor. Lifeward do not control these third-party websites and is not responsible for their privacy statements.

Children's Privacy

Lifeward does not knowingly collect personal information from children under the age of thirteen (13) in the United States. If Lifeward becomes aware that it has collected personal information from a child below the applicable age threshold



without verifiable parental consent, it will take steps to delete that information promptly. If you believe that Lifeward has inadvertently collected personal information from a child, please contact us at ishay.tal@golifeward.com.

Acceptance of these terms

By using the Services, Users confirm their acceptance of this Privacy Policy. If a User does not agree with this Privacy Policy, Lifeward recommends to such User that he shall not use the Services. The continued use of the Services following the posting of changes to this Privacy Policy will be deemed as an acceptance of those changes.

For the avoidance of doubt, continued use of the Services does not constitute consent to the processing of Personal information under CCPA/CPRA. Where Lifeward relies on consent as a lawful basis for processing, such consent will be obtained through a clear, affirmative action separate from the mere use of the Services.

Changes to this Privacy Policy

Lifeward has the discretion to update this Privacy Policy at any time. Lifeward will therefore revise the "last update date" at the bottom of this page. Lifeward encourages Users to frequently check this page for any changes. Users acknowledge and agree that it is their responsibility to review this Privacy Policy periodically and become aware of modifications.

Last Updated: May 2026