

Privacy Policy – TagOps

Effective From: 17/12/2025

This privacy policy (the "**Privacy Policy**") is an integral part of the terms of use and both documents should be read together.

TAGOPS ("**TAGOPS**", "**Us**", "**We**", or "**Our**") operates the Service TAGOPS and the service provided by TAGOPS (the "**Service**").

TAGOPS respects the privacy of its users. To improve the protection of the Users, TAGOPS publishes this Privacy Policy regarding how TAGOPS collects Your information from Your use of the Service.

The processing and collection of personal data is governed by the Israeli Protection of Privacy Law, 5741 – 1981, and whenever you'll provide TAGOPS such information, TAGOPS will only use your information in line with all applicable data protection laws. At all times You are in control of Your information, and You can withdraw Your consent to provide Your information to TAGOPS.

The data controller of the Service is TAGOPS LTD, C.N. 517228375, which is the entity which decides how Your personal information is processed and for what purposes as detailed in the Privacy Policy.

1. General; Information We Collect

- 1.1. We collect two types of information: Personal Information (identifiable to a person) and Operational Data (related to your cloud infrastructure).
- 1.2. When You register for the Service, We collect:
 - 1.2.1. Contact Information: Full name and email address.
 - 1.2.2. Billing Information: If You subscribe to a paid plan, payment details are processed by our third-party payment processor. We do not store full credit card numbers on our servers.
 - 1.2.3. Authentication Data: Login credentials (encrypted passwords) or Single Sign-On (SSO) tokens.
- 1.3. To provide the Service (automated tagging), We connect to Your AWS Environment. We collect and process:

- 1.3.1. AWS Metadata: AWS Account IDs, Resource ARNs (Amazon Resource Names), Region information, and existing Tags (Keys and Values).
- 1.3.2. Logs: AWS CloudTrail logs relevant to resource creation and modification events.
- 1.3.3. System Logs: IP addresses, browser type, and activity logs within the TagOps dashboard for security and auditing purposes.
- 1.4. **IMPORTANT CLARIFICATION: We DO NOT access, read, or collect the content stored within Your resources.**

2. **Your Rights Regarding Your Personal Information**

- 2.1. With accordance to any applicable law and subject to different exemptions, You have the following rights:
 - To access and view Your personal data and receive a copy of Your personal data upon Your request;
 - To rectify Your information upon Your request;
 - To object to the processing of Your information;
 - To withdraw Your consent to processing Your information at any time;
- 2.2. To exercise your rights, please contact TAGOPS via email support@tagops.cloud.

3. **Database and Use of Information**

- 3.1. All collected information as stated above is stored in TAGOPS' database. With accordance to Your consent, TAGOPS warrants to use such information for the following purposes:
 - To identify You, authenticate Your access, and execute the tagging rules You defined on Your AWS resources.
 - To send You operational alerts (e.g., "Tagging Failed"), invoices, and updates about new features.
 - To monitor for suspicious activity and prevent unauthorized access to Your account.
 - To process subscription payments.
 - To comply with applicable laws and regulations.
 - Enabling convenient and efficient use;

- Perform research and provide statistic information to third parties, including advertisers (in such case, the provided information will not identify You);
- Any other purpose detailed in the terms of use and this Privacy Policy.

3.2. Information You decide to provide TAGOPS is collected and used because TAGOPS has a legitimate business interest for Your personal data to be used for the above purposes. This enables TAGOPS to send You relevant and personalized content designed to improve Your use of the Service. You have the right to object to this by contacting TAGOPS via email: support@tagops.cloud. Please note that if you refuse, this may affect TAGOPS' ability to send personalized content to You.

3.3. Please note that some of the information You will be requested to provide is necessary for providing You the Services. Therefore, Your refusal to provide some information may result in You not receiving the Services since TAGOPS will not be practically able to provide you the Services.

3.4. TAGOPS may receive Your information from third parties which TAGOPS cooperates with (e.g. business partners, professional advisors, service providers, etc.) and TAGOPS may receive Your information from them.

4. **Transferring Information to Third Parties**

4.1. Subject to Your consent, TAGOPS will transfer and/or share Your information in the following events and circumstances and, when applicable, will give you reasonable notice upon doing so:

- When You have permitted TAGOPS to transfer and/or share Your information;
- When You violate the terms of use of the Service or act illegally;
- To collect Your debt to TAGOPS through a third party specializing in collecting debts including law offices;
- To enforce the Terms or other agreements or policies;
- In response to a subpoena or similar investigative demand, a court order, or a request for cooperation from law enforcement or other government agency;
- To establish or exercise TAGOPS' legal rights;

- To defend against legal claims; or as otherwise required by law. In such cases, TAGOPS may raise or waive any legal objection or right available to TAGOPS, in TAGOPS' sole discretion;
- When TAGOPS believes disclosure is appropriate in connection with efforts to investigate, prevent, report or take other action regarding illegal activity, suspected fraud or other wrongdoing;
- To protect and defend the rights, property or safety of TAGOPS, its Users, employees or others;
- In connection with a substantial corporate transaction, such as the sale of TAGOPS' business, a divestiture, merger, consolidation, or asset sale, or in the event of insolvency.

5. **Third-Parties**

5.1. There are several places in the Service where You may click on a link to access other websites that do not operate under this Privacy Policy and are not related to TAGOPS including, but not only, links leading to third party websites. These links may independently solicit and collect information, including personal information, from You and, in some instances, provide TAGOPS with information about Your activities on those links.

5.2. Every third party such as detailed above may have its own privacy policy describing its use of personal information, and such policy will regulate the use, handling and disclosure of such personal information of the User. Should You require additional information regarding any privacy policy of third parties, TAGOPS recommends that You visit these third-party Services and read their privacy policies.

5.3. Your information will be handled and used by TAGOPS' trusted third parties including the following recipients to provide services provided by TAGOPS: AWS.

- Providers, partners and sub-contractors on behalf of TAGOPS;
- Analytics and search engine providers that may assist TAGOPS in improving the optimization and performance of the Service.

6. **Retaining Your Information**

TAGOPS will only retain Your personal information for as long as necessary to fulfil the purposes it was collected for including, but not only, for the purposes of complying with legal, accounting, or reporting requirements. The retention period is determined based on the amount, nature, and sensitivity of Your personal information, the potential risk of harm from unauthorized use or disclosure of Your information, the purposes for which TAGOPS processes Your information and whether such purposes can be achieved through other means with accordance to any applicable law.

7. Use of Various Collection Technologies

- 7.1. Upon Your consent, We use various technologies to collect information from Your device and about Your activities while using the Service in order to improve and personalize Your online experience of the Service including by means of storing cookies to Your device. Please note that some of the technologies We use are necessary for using the Service and some are used to provide features of third parties.
- 7.2. Please note that We cannot guarantee the proper performance and use of the Service, and therefore without permitting Us to gather information via such technologies, We will not be able to provide You Our Services and You will be requested to refrain from any use of the Service.
- 7.3. During your use of the Service, third-party Services may store cookies to Your device, e.g. when some content of the Service is embedded from the Third Party Services. Please note that We have no control over these cookies and You should check such third party's cookie policy.

8. Data Security

- 8.1. TAGOPS takes appropriate security measures for data security purposes to help prevent unauthorized persons from gaining access to Your personal information. However, no system can be completely secure. Therefore TAGOPS does not warrant that its services will be totally immune to any breaches of security and/or unauthorized access, including access to the data stored in the Service, although TAGOPS will contact You upon a breach of Your data security with accordance to any applicable law.
- 8.2. TAGOPS inspects, from time to time, the data security of the Service and performs modifications and upgrades accordingly in order to keep the Service's security. Nonetheless, TAGOPS will not be liable for any direct or indirect damage caused to

You due to exposure of Your information by an unauthorized access to TAGOPS' database and/or due to any negligence or act not controlled by TAGOPS.

9. **Minors**

We do not knowingly collect or solicit information from anyone under the age of eighteen (18) or knowingly allow minors to use the Service or any of Our Services. If we become aware that we have collected information from a minor without the consent of his/her parent or guardian, we will immediately remove such collected information and block his/her access to the Service and/or any of Our Services.

10. **Email Updates**

10.1. TAGOPS may offer to all its users to receive email messages and/or newsletters about updates, improvements, advertisements and other user notifications regarding TAGOPS' activity, including via emails and SMS (the “**Mailings**”).

10.2. It is clarified that at any stage You will have the ability to opt out of receiving the Mailings by contacting TAGOPS and/or by clicking on a link available on the Mailings sent to You by TAGOPS.

11. **Changes to This Privacy Policy**

TAGOPS may occasionally update this Privacy Policy. TAGOPS will notify You by sending an email to the email address You most recently provided TAGOPS and/or by prominently posting notice of the changes and will state at the heading of the Privacy Policy the date of change.