



Data Protection Policy

At Kornit Digital Ltd we are committed to protecting the privacy and security of our customer's personal information.

This Policy applies to all personal data we collect and process from individuals who interact with our services in connection with the use of: (i) Our website www.kornit.com, our e-com website available at <https://kornitstore.com/> ("e-com Site"), our KISS website available at <https://kiss.kornit.com>, our Konnect website and App, our support website available at <https://support.kornit.com/> ("Support Site"), and any other website that we operate; (ii) any services we provide; (iii) software applications we license; (iv) products we sell or provide and (v) any other information that we collect or receive from or about you ("you") during the ordinary course of our business.

This Policy describes how we collect, use, and share your personal data in connection with our websites, products and services.

What Data Do We Collect

We collect personal data about you when you visit our website, purchase products from us, use our services or otherwise interact with us. The personal data we collect may include:

- "Contact us" information, such as your full name, email address, phone number, country, company name, and work phone number or any other information that you decide to provide us.
- Marketing information, such as your full name, your email address, your phone number, your position and the name of the company you work for when you exchange business cards with us or attend a marketing event (e.g., a webinar) or provide us with your Personal Information in any other way. We also collect information for marketing purposes using Tracking Technologies, as described below under the "Cookies and Other Tracking Technologies" section.
- Account information, such as your full name, email address, your name, user name, email address, the Product and/or Service you have purchased or are interested in purchasing, the name of the company you work for, your job title, your company's address and country, and your work phone number, as well as a password that you will use for your Account.
- Order/Quote/Book a Demo information, such as the product/Service you purchase or wish to purchase your email address, a billing address or shipping address or any other information that we need in order to fulfill your request.
- Device information, such as your IP address, browser type, and operating system.
- Other information you provide to us, such as your preferences and feedback.
- Payment information, such as your credit card number, ID or bank account information and billing address.
- The Konnect Software (website and App.) collects the user's computer name and may collect data such as operational, technical and usage information of the user. We don't follow users' behavior within Konnect – But The system can use tracking technologies in order to analyze the Printers usage. For additional details please see the Cookies and Other Tracking Technologies sections below. The use of tracking technologies within Konnect may be performed on an identifiable personal data, this when the user or account name or other details such as computer name or IP address are connected with an identified individual.
- Information from Third Parties (D&B Enrichment): We may receive professional and business-related information about you from third-party sources, such as Dun & Bradstreet (D&B). This data is used to verify company details and ensure the accuracy of our records for B2B communication.
- AI Interaction Data: When you use our AI Support Agent, we collect the content of your queries, chat transcripts, and technical information provided during the session to provide real-time assistance.
- Consequences of Refusal: Unless otherwise stated, the provision of your personal data is voluntary. However, please note that certain data is essential for us to provide our services. Failure to provide such data may result in our inability to process your orders, provide technical assistance through our AI Agent, or grant access to certain features.
- AI-Powered Website Chat and Lead Engagement: When you interact with our website chat or certain sales and marketing communications, you may communicate with an AI-powered assistant that helps answer your questions, provide information about our products and services, schedule meetings, and qualify business opportunities. During these interactions, we may collect the information you choose to provide, such as your name, business contact details, company information, and the content of your communications. We may combine this information with information already available in our customer relationship management (CRM) systems where you are an existing contact. Conversation transcripts and AI-generated summaries may be shared with our sales and marketing teams and processed by our authorized service providers to respond to your request, manage our customer relationships, and improve our business processes. Please do not include



sensitive personal information in your conversations. AI-assisted interactions support our personnel and do not make decisions that produce legal or similarly significant effects concerning you.

How will we use your data?

We use your data for the following purposes:

- **Order Processing:** To process and fulfill your orders, manage your account, and provide you with customer service.
- **Payment Verification:** To verify your payment information and carry out financial transactions in relation to payments you make.
- **Customer Relationship Management:** To manage our relationship with you, which includes notifying you about changes to our terms or privacy policy and asking you to leave a review or take a survey.
- **Communication:** We may use your contact information to send you updates, promotional offers, and other communications related to our services. You can opt out of these communications at any time.
- **User Support & AI Assistance:** We use your data to resolve technical issues and respond to your requests. We utilize an AI-powered agent to provide immediate support. The AI processes your inputs to generate solutions and improve our support capabilities. Please note: Interaction with the AI agent is optional. If you do not wish to use the AI service, you may request to be connected to a human representative at any time.
- **Marketing:** With your consent, we may use your data for marketing purposes, including but not limited to, sharing your information with our partners for promotional activities.
- **Personalization and Service Improvement:** We use your data to personalize your experience on our platform, including showing you relevant content and offers. This helps us improve the quality of our services and better meet your needs.
- **Security and Anti-Fraud Measures:** We process your data to ensure the security of our services and protect against fraud. This includes monitoring for suspicious activities and verifying user identity. Our legal basis for this processing is compliance with legal obligations and our legitimate interests in protecting our services and users.
- **Analytics:** We use aggregated and anonymized data for analytics purposes to understand how users interact with our services. This helps us identify trends, evaluate the effectiveness of our features, and plan for future improvements.
- **Data Accuracy:** We use data from third-party sources (like D&B) to keep our business database up to date and verify business identities.
- **Legal Obligations:** We may be required to use and retain personal data for legal and compliance reasons, such as the prevention, detection, or investigation of a crime, loss prevention, or fraud.

Our legal bases for processing your personal data

The legal bases we rely on for processing your personal data may include:

1. **Consent:** We may process your personal data based on your consent. For example, if you sign up for our newsletter or participate in a survey, we will ask for your consent to collect and use your personal data for these purposes. You have the right to withdraw your consent at any time by contacting us using the information provided at the end of this policy.
2. **Performance of a contract:** We may process your personal data to fulfill a contract with you, such as when you purchase products from us or request services. For example, we may use your personal data to process your payment, ship your products, and communicate with you about your order.
3. **Legal obligation:** We may process your personal data when it is necessary to comply with a legal obligation, such as a court order or a regulatory requirement.
4. **Legitimate interests:** We may process your personal data when it is necessary for our legitimate interests and does not override your rights and freedoms. For example, we may process your personal data to improve our products or services, analyze and understand customer preferences and behavior, prevent fraud and unauthorized access to our systems, and enriching B2B records via D&B to maintain accurate business records.
5. **Vital interests:** In rare circumstances, we may process your personal data when it is necessary to protect your or someone else's vital interests, such as in the case of a medical emergency.

We will only process your personal data for the purposes for which we collected it, and we will not use it for any other purpose without your consent or a valid legal basis. If we need to use your personal data for a new purpose that is not compatible with the original purpose, we will inform you and seek your consent or a new legal basis for the processing.

If you have any questions or concerns about our legal bases for processing your personal data, please contact us using the information provided at the end of this policy.

How will we store your data?



As a global company, we may store your data on secure servers around the world depends on your location. We make sure that our service providers use industry-standard security measures to protect your data, including encryption, firewalls, and regular security audits.

We do not share your personal information with third parties for marketing purposes. However, we may share your information with service providers who help us process payments, fulfill orders, and provide customer support. These service providers are contractually obligated to keep your information confidential and secure. This list [here](#) contains sub-processors for Kornit's generally available services.

International Transfers: When we transfer data outside of Israel or the EEA (e.g., to our AI infrastructure providers or global servers), we ensure adequate protection through mechanisms such as: (i) Transferring to countries recognized as providing adequate protection; or (ii) Implementing Standard Contractual Clauses (SCCs).

If you have any concerns about how your data is being stored or processed, please contact us at legal@kornit.com. We will do our best to address your concerns and provide you with the information you need.

Children Privacy

This site is not intended for children, and you must be aged 16 or over to use Kornit Digital Ltd websites. Kornit Digital Ltd does not solicit or knowingly collect personal information from children under the age of 16. If we are made aware that we have received such information or any information in violation of our policy, we will use reasonable efforts to locate and remove that information from our records.

Cookies and other Tracking Technologies

We and the third parties listed below use cookies and other similar technologies (such as [pixel tags], [web beacons] [scripts] and [mobile device IDs]) (collectively "**Tracking Technologies**") when you use or interact with our services.

Tracking Technologies may be placed on your device or computer when you browse a website; they may also gain access to information stored on your device and may be used to collect your personal data. They are widely used in order to make websites work, or work more efficiently, as well as to provide information to the owners of the site.

What types of Tracking Technologies do we use?

- **Cookies.** Cookies are small text files that are stored on and uniquely identify your browser or device. [Cookies improve your user experience, for example, by enabling our services to recognize you when you re-visit, remember your preferences, and provide you with the ability to use customized features. Cookies are also used to make websites work in an efficient way and to ensure adverts you see online are relevant to you and your interests.] You can find more information about cookies at www.allaboutcookies.org.
- **Pixels.** Pixels are small portions of code that we use as part of our services. We use pixels to learn whether you have clicked on certain web content. This helps us to [measure and improve our services and personalize your experience.
- **Web beacons.** Web beacons are invisible picture files that we use as part of our services. We use web beacons to see how you interact with our services and to understand how often you view certain content so that we can [make our website more efficient and easier to use].
- **Mobile device IDs.** Mobile device IDs are a unique identifier which can be used to identify a mobile device. [We use these to run analytics and ensure our services are useful to you. Our advertising partners use these to show you ads that are useful to you and also to make sure they don't show the same ad to you twice.
- **Local storage.** We also use local storage to store data on your device such as the last time you visited a webpage, [to remember which items you put in our shopping cart] or to welcome you to our site [or app].
- **HTML5 local storage.** We occasionally store information locally on your device using HTML5. This allows information to be stored in your browser after the browser has been closed and reopened. We only use HTML5 to store non-sensitive information, such as the previous page you viewed, the name of the current page you are viewing, and some of your preferences. We may use HTML5 local storage to collect personal data from you. You can choose whether the data in HTML5 local storage should be kept beyond your current browser session or deleted. Depending on your browser, you can remove local storage, including HTML5, when clearing your cache and cookies.

In addition to the Tracking Technologies, we use on this website and in our app, we may also use Tracking Technologies in some of the emails and push notifications we send you. These enable us to understand whether you have opened the email or push notification and how you have interacted with it. If you have enabled images, Tracking Technologies will be set on your device and will also be set if you click on any link within the email or push notification.]



Tracking Technologies can remain on your device for different periods of time. Some exist only while your browser is open and are deleted automatically once you close your browser. Others are “permanent”, meaning that they survive after your browser is closed. They can be used to recognize your device when you open your browser and browse the internet again.

How do we use Tracking Technologies?

We use Tracking Technologies as follows:

- **Strictly necessary Tracking Technologies:** These are Tracking Technologies that are required for the operation of our website. They include, for example, Tracking Technologies that enable you to log into secure areas of our website, help us identify and diagnose errors, and to detect and prevent fraud.
- **Analytical/performance Tracking Technologies:** These Tracking Technologies allow us to recognize and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily. We may aggregate usage data to help us improve the website structure, design, content, and functions.
- **Functionality Tracking Technologies:** These Tracking Technologies enable us to recognize returning visitors, remember your preferences, personalize your experience, and support interactive features such as our AI-powered website chat. Where you choose to engage with our website chat, these technologies may help maintain conversation continuity and recognize existing business contacts where appropriate.
- **Targeting Tracking Technologies:** We may also use these technologies to measure engagement with our website, marketing campaigns, and AI-powered chat services, and, where appropriate, to synchronize interactions with our customer relationship management (CRM) and marketing automation platforms.
- **Social Media Tracking Technologies:** Our website includes social media features, such as [Facebook “Like” or “Share” buttons]. These features are either hosted by a third party or hosted directly on our services (in which case you can manage them as explained below) and enable us or the social network to obtain information about how you interact with our services or the social network. In addition, where we have a presence on social media platforms, those platforms will set Tracking Technologies on your device when you visit our pages on their platforms so that we can obtain statistical information about how you interact with our social media presence. The cookies policy of the social media platform should explain how you can manage the Tracking Technologies that they set or you may also be able to manage these Tracking Technologies through using your browser settings, as explained below.]
- **Other Third-Party Tracking Technologies:** We may also adopt other technologies that serve similar functions as Tracking Technologies. We use these Tracking Technologies by our partners, affiliates, tracking utility company, and service providers to: Personalize visitors’ experience, analyze which pages our visitors visit, provide website features such as social sharing widgets, Measure advertising effectiveness, track which areas of our site individuals visit in order to remarket to them. The types of Tracking Technologies we and third parties use in connection with the services may include: Google analytics, One trust, TikTok, Twitter, Facebook, Pinterest, Google Tag manager, Lead Feeder, Albatross, Visitor Queue, ZoomInfo, Qualified (Piper), Nagich etc. Our conversational engagement providers may also use first-party cookies and similar technologies to recognize returning visitors, support AI-powered chat functionality, maintain conversation continuity, and integrate interactions with our CRM and marketing automation platforms, subject to your cookie preferences where required by applicable law.

How can you control Tracking Technologies?

We use a Tracking Technologies management solution to obtain your consent before placing any non-essential Tracking Technologies on your device. The Tracking Technologies management solution allows you to manage your Tracking Technologies preferences and withdraw your consent at any time. You can change your settings for Tracking Technologies every seven day you visit our website:

In addition to our consent management tool, most browsers allow you to change your settings so that you can:

- See what Tracking Technologies are used on your device and/or browser and delete all non-essential Tracking Technologies on a collective basis
- Block Tracking Technologies, including from particular websites/apps
- Block all Tracking Technologies from being set
- Delete all Tracking Technologies when you close your browser (although this means that any preference settings you have made on our services may be lost)

For more information on how to manage your browser settings, please see below:



- [Cookie settings in Internet Explorer](#)
- [Cookie settings in Edge](#)
- [Cookie settings in Firefox](#)
- [Cookie settings in Chrome](#)
- [Cookie settings in Safari](#)

If you disable one or more Tracking Technologies, we will still use the information collected via these Tracking Technologies prior to your disabled preference being set; however, we will stop using the disabled Tracking Technologies to collect any further information.

Retention Period

We will only retain your personal data for as long as necessary to fulfill the purposes for which we collected it, including for the purposes of satisfying any legal, accounting, or reporting requirements. To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorized use or disclosure of your personal data, the purposes for which we process your personal data, and whether we can achieve those purposes through other means, and the applicable legal requirements.

When we no longer need to retain your personal data, we will securely delete or anonymize it.

Disclosure of your Data

Kornit Digital Ltd may disclose your personal data to third-party service providers as necessary depending on your location to facilitate your interactions with us. These third parties are obligated to safeguard your information and are only permitted to use it for the purposes of providing services on our behalf. In accordance with Kornit Digital Ltd's policies, they will dispose of your information appropriately once it is no longer required for the provision of such services.

If we intend to disclose any sensitive personal data to a third party, we will only do so in accordance with the bases for processing your personal data that were previously described.

Complaints

In the event that you wish to make a complaint about how your personal data is being processed by Kornit Digital Ltd, or how your complaint has been handled, you have the right to lodge a complaint directly with the supervisory authority and Kornit Digital Ltd's Data Protection Officer.

See our contact details below.

Data Security

We are committed to protecting the security of your personal data. We use appropriate technical and organizational measures to protect your personal data from unauthorized access, use, disclosure, alteration, or destruction.

Some of the measures we take to protect your personal data include:

- **Encryption:** We use encryption to protect your personal data while it is in transit to and from our website. This includes using secure socket layer (SSL) technology to encrypt data transmitted over the internet.
- **Access control:** We limit access to your personal data to only those employees, contractors, and service providers who have a need to access it. We also require them to be subject to strict confidentiality obligations and we monitor their access.
- **Incident response:** We have a data breach response plan in place to quickly and effectively respond to any security incidents involving personal data. This includes promptly investigating and remedying the cause of the incident and notifying you and any relevant regulatory authorities as required by law.

While we take reasonable steps to protect your personal data, no method of transmission or storage is completely secure, and we cannot guarantee its absolute security. You are responsible for keeping your login credentials, if any, confidential and for not sharing them with anyone.

Data Sharing

We do not share your personal data with third parties for marketing purposes. However, we may share your personal data with service providers who help us fulfill your orders and provide our products and services to you. These service providers are bound by data protection agreements and are not permitted to use your personal data for any other purposes.

We may also share your personal data with law enforcement or other government agencies when required by law or in response to a valid legal request.



Your Rights

Kornit Digital Ltd would like to make sure that you are fully aware of all your data protection rights in accordance with global legislation and the Israeli Protection of Privacy Law, you are entitled to:

1. **Right to be informed:** You have the right to be informed about how your personal data is being used and processed.
2. **Right of access and review:** You have the right to request access and review the personal data that we hold about you.
3. **Right to rectification:** You have the right to request that any inaccurate or incomplete personal data be corrected or updated.
4. **Right to erasure:** You have the right to request that your personal data or content you have publicly posted be erased, also known as the "right to be forgotten."
5. **Right to restrict processing:** You have the right to request that the processing of your personal data is restricted under certain circumstances.
6. **Right to data portability:** You have the right to request a copy of your personal data in a structured, commonly used, and machine-readable format.
7. **Right to object:** You have the right to object to the processing of your personal data in certain circumstances.
8. **Rights related to automated decision-making and profiling:** You have the right not to be subject to a decision based solely on automated processing. Our AI Support Agent is a troubleshooting tool and is not used for automated decision-making that produces legal or similarly significant effects concerning you without human oversight.
9. **Rights relating to third party disclosure:** You have the right to request certain information regarding our disclosure of Personal Information to third parties for their direct marketing purposes. You may make such a specific request, by sending us an email to legal@kornit.com. Please note that we are only required to respond to these specific requests one request per customer each year
10. **Do not track notice:** We do not track consumers over time and across third party websites and therefore do not respond to Do Not Track signals. We do not allow third parties to collect personally identifiable information about an individual consumer's online activities over time and across different websites when a consumer uses the Services.
11. **Right to withdraw consent:** You can withdraw your consent to the processing of your personal data at any time if the legal basis for collecting the information is consent. We will stop processing your personal data as soon as we receive your withdrawal of consent.
12. **Right to Lodge Complaint:** You also have the right to lodge a complaint with a relevant supervisory authority if you believe that your data protection rights have been violated. The supervisory authority in the UK is the Information Commissioner's Office (ICO).

If you make a request, we have one month to respond to you. Please see our contact details below.

Changes to this Privacy Policy

We may update this Privacy Policy from time to time. We will notify you of any material changes to this Privacy Policy by posting a notice on our website or by sending you an email.

Contact Us

If you have any questions about this Policy or would like to exercise your rights including requests for data review or correction under Israeli law, please contact us at: Legal@kornit.com.

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