

PRIVACY & EMAIL POLICY

Effective Date: July 2026

Welcome to **Makom**, a professional handyman service operated solely by **Adam Hackenbroch** in Israel. We highly value your privacy and are fully committed to protecting your personal information.

This Privacy and Email Policy explains how we collect, use, store, and protect your personal data when you use our landing pages, websites, or contact us for services, in compliance with the **Israeli Privacy Protection Law, 5741-1981** and **Section 30A of the Communications Law (Telecom and Broadcasts), 5742-1982 (The Israeli "Spam Law")**.

1. Information We Collect

When you fill out a lead form on our landing page, request a quote, or contact Adam for handyman services, we may collect the following personal information:

- Full Name
- Email Address
- Phone Number
- Physical Address (for service delivery)
- Details regarding the specific home repair or maintenance service requested

2. How We Use Your Information

We process your personal information strictly for the following purposes:

- To contact you regarding your inquiry, provide quotes, and coordinate scheduled repair visits.
- To manage our customer relationships, invoices, and service history.
- To send you periodic updates, professional maintenance tips, holiday greetings, or promotional offers via email, WhatsApp, or SMS, provided you have explicitly granted your prior consent.

3. Legal Basis & Consent (Israeli Law Compliance)

By checking the box on our landing page or providing your details, you acknowledge that you are providing your personal information of your own free will. Furthermore, by checking the box, you provide your **explicit, prior written consent** to receive commercial and marketing updates from Makom via email, SMS, or WhatsApp message in strict compliance with Section 30A of the Israeli Communications Law.

4. Data Storage and Security

Your information is stored securely within cloud-based project management, CRM, and automation tools utilized by the Business. We implement standard, reasonable physical and digital security measures to protect your database information from unauthorized access, loss, or alteration, in line with Israeli Data Security Regulations. As a one-man business, only Adam Hackenbroch has administrative access to this data.

5. Sharing Data with Third Parties

We do not sell, rent, or lease your personal data to third parties. We will only share your information with trusted third-party cloud service providers (such as hosting, database management, invoicing tools, or messaging automation platforms) strictly to operate our business and fulfill services for you.

6. Your Rights: Review, Correction, and Deletion

Under Section 13 and 14 of the Israeli Privacy Protection Law, you have the right to:

- Review the personal data we hold about you.
- Request that we correct any inaccurate details.
- Request the complete deletion of your data from our database if it is no longer required for the purpose it was collected or for legal/accounting obligations.

7. Immediate Opt-Out (Unsubscribe)

You hold an absolute right to opt out of our marketing and promotional distribution lists at any time.

- **How to Opt Out:** You can instantly unsubscribe by clicking the "Unsubscribe" link at the bottom of any email we send, replying with the word "REMOVE" via SMS/WhatsApp, or sending a direct request to **[Insert Your Business Email Here]**.
- We will process your removal request immediately upon receipt.

8. Changes to This Policy

We reserve the right to update this policy from time to time to reflect regulatory changes. The updated version will always be posted on our digital platforms with the revised "Effective Date."

9. Contact Us

For any questions, data access requests, or removal inquiries, please contact:

- **Business Owner:** Adam Hackenbroch
- **Business Name:** Makom
- **Email:** adam@makom.me
- **Phone:** 054-297-7088