

Privacy Policy

Effective Date: July 30, 2025

This Privacy Policy describes how Alpaca Med Ltd. ("Alpaca", "we", "our", or "us") collects, uses, and protects the personal data of users who visit our website and use our services.

1. Who We Are

Alpaca is a digital platform that offers an all-in-one clinic management system for medical businesses, including CRM, EMR, ERP, imaging, labs, finance, marketing, and communication tools.

Our registered office is located at 11 Ha-Barzel Street, Tel Aviv, Israel.

2. What Information We Collect

a. Information You Provide

- Name, email, phone number, and job title when filling out a demo request or contact form.
- Feedback or messages you send us.

b. Information We Collect Automatically

- Device and browser information
- IP address
- Pages visited and time spent on the site (via cookies and analytics tools)

c. Information from Third Parties

- If you were referred by a partner or arrived from third-party platforms (e.g., social media, marketing campaigns), we may receive basic referral data.

3. How We Use Your Information

We use your personal data to:

- Respond to inquiries or demo requests
- Provide information about our products and services
- Improve website functionality and user experience
- Conduct marketing analytics and optimize campaigns
- Comply with legal obligations

4. Legal Basis for Processing (EU/EEA Users)

If you are in the EU/EEA, our legal basis for processing your data includes:

- Consent (for marketing communications and cookies)
- Contract performance (if you request a service)
- Legitimate interest (to operate and improve our platform)
- Legal obligations

5. How We Share Your Information

We do not sell your personal information. We may share it with:

- Authorized service providers (e.g., CRM tools, analytics platforms)
- Law enforcement or regulators where required by law
- Internal team members with appropriate access rights

All third parties are bound by confidentiality and data protection agreements.

6. Cookies and Tracking

Our website uses cookies and similar technologies to analyze traffic, remember preferences, and improve performance.

You can manage your cookie preferences in your browser or opt out of analytics cookies.

7. International Data Transfers

If you are located outside of Israel, your data may be transferred to and processed in Israel or other countries. We ensure appropriate safeguards are in place, such as standard contractual clauses where applicable.

8. Data Retention

We retain personal data for as long as necessary for the purposes stated above, unless a longer retention period is required by law.

9. Your Rights

Depending on your jurisdiction, you may have the right to:

- Access the data we hold about you
- Request correction or deletion
- Object to processing or restrict use
- Withdraw consent at any time (where applicable)
- Lodge a complaint with a data protection authority

To exercise your rights, contact us at alomagina@alpacamed.com.

10. Data Security

We use industry-standard security practices including encryption, access controls, and secure infrastructure to protect your personal data.

11. Children's Privacy

Our website is not intended for children under the age of 16. We do not knowingly collect personal data from minors.

12. Changes to This Policy

We may update this Privacy Policy periodically. The revised version will be posted on this page with the updated effective date.

13. Contact Us

If you have any questions about this Privacy Policy or your data, please contact:

Alpaca Med Ltd.

11 Ha-Barzel Street, Tel Aviv, Israel

Email: alomagina@alpacamed.com