

# 3DMadeEasy Ltd. Privacy Policy

Effective Date: October 09, 2015

3DMadeEasy Ltd. ("3DMadeEasy") values your privacy. At all times we attempt to ensure your experience with us is as satisfying and safe as possible. In that regard, we have established for the site the following privacy policy to explain and describe what personal information we collect on our site and your options regarding information 3DMadeEasy may collect about you. By accepting this Privacy Policy, you expressly consent to the information handling practices described in this Policy. This Privacy Policy is a part of and incorporated into our Terms of Use Agreement, associated with our website.

## Contacting Us

If you have questions about this policy, please feel free to contact us at:

[contact@3DMadeEasy.com](mailto:contact@3DMadeEasy.com)

## 1. Information We Collect

In describing our collection, use, and sharing of information in this Policy, we refer to our collection and use of "Personal Information." "Personal Information," as used in this Policy, is personally identifiable information, which is information that directly identifies an individual. This could be first and last name, mailing address, email address, billing information, passwords or other online contact information.

We collect Personal Information in the following ways. We collect information you provide to us in optional, voluntary submissions, such as in registration forms, and user profiles.

Please be aware that we are prohibited from conditioning a child's participation in any activity on that child disclosing more personal information than is reasonably necessary to participate in that activity. No user is under any obligation to provide, and can decline to provide, any requested information at any time.

However, if you decline to provide personal information that is reasonably necessary for login purposes, you may not be able to login to our Services.

## Passive Data Collection

We may receive passively-collected information through a variety of methods including but not limited to:

### Cookies

We may use a variety of methods, including "cookies" to collect information.

### What is a cookie?

Cookies are text files containing small amounts of information which are downloaded to your device when you visit a website. Cookies are then sent back to the originating website on each subsequent visit, or to another website that recognizes that cookie. Cookies are useful because they allow a website to recognize a user's device. You can find more information about cookies at: <http://www.allaboutcookies.org>.

Cookies do lots of different jobs, like letting you navigate between pages efficiently, remembering your preferences, and generally improve the user experience. They can also be used by some websites to ensure that advertisements you see online are more relevant to you and your interests. We DO NOT carry advertisements on our website.

The cookies used on our site has been categorized based on the categories found in the ICC UK Cookie guide. A list of all the cookies used on our site by category is set out below.

### Performance Cookies

3DMadeEasy collects cookies on our site to capture information about page visits (e.g. "performance cookies.") This information is anonymous and we use this information only internally - to deliver the most effective content to our visitors. Information from the cookie is used to gauge page popularity, analyze traffic patterns on our site and guide development of other improvements.

### Functionality and Necessary Cookies

3DMadeEasy does not require that you accept cookies and you

may withdraw your consent to our use of cookies at any time by adjusting your browser's privacy settings, however, some functionality on our site may be disabled if you decline to accept cookies (e.g. "necessary cookies").

## **Opting Out of Cookies**

By using the site, you consent to the placement of the cookies referenced above. You can, however, set your browser to notify you when you receive a cookie, giving you the chance to decide whether or not to accept it. You may also change your cookie settings through preference options in our site, where applicable. We will indicate that upon selecting your preferences, that we will use a cookie to remember your preferences.

3DMadeEasy never gives away information about our users. If you choose to provide Personal Information about yourself, 3DMadeEasy will use this information only to communicate directly with you. 3DMadeEasy will never sell, rent or otherwise disclose that information to third parties unless such disclosure is necessary for the purposes set forth in this Policy, by law.

## **Analytics Tools**

We use analytics tools and other third party technologies, such as Google Analytics and DoubleClick Cookies, to collect non-personal information in the form of various usage and user metrics when you use our site. These tools and technologies collect and analyze certain types of information, including cookies, IP addresses, device and software identifiers, referring and exit URLs, onsite behavior and usage information, feature use metrics and statistics, usage and purchase history, MAC Address, mobile unique device ID, and other similar information.

The third party analytics companies who collect information on our site may combine the information collected with other information they have independently collected from other websites and/or other online or mobile products and services relating to your activities across their network of websites as well as online and/or mobile products and services. Many of these companies collect and use information under their own privacy policies.

You may opt out of the DoubleClick cookie by visiting the [Google advertising opt-out page](#) or you may opt out of Google Analytics by visiting the [Google Analytics opt-out page](#).

Google has additional information available about their [Remarketing Privacy Guidelines](#), and Restrictions.

You may view a list of other third party service providers who collect information, and/or opt-out of such collection of information about you, by visiting -

<http://www.networkadvertising.org/choices/> or  
<http://www.aboutads.info/choices/>.

## 2. How We Use Information

We use Personal Information to establish and enhance our relationship with our users through the following two categories: (1) Communication; (2) Optimization. Below, we provide some specific examples of how we use the Personal Information and other information we collect.

### Communication and Responding to Requests

We use your information, including Personal Information to provide you with customer support, process transactions, respond to users' requests, etc.

### Optimization

We use your information, including Personal Information, and other non-personally identifiable information to operate, provide, improve, and maintain our site, but primarily as unique login credentials.

## 3. When We Disclose Personal Information

We do not share Personal Information with third parties except in the limited circumstances described in this Policy.

### Partners

When you visit or use a part of any website, mobile application, or other consumer product that is co-branded or that is a part of a joint promotion involving 3DMadeEasy and one or more third parties (each a "Co-Branded Party"), you are providing and

consenting to provide and are transmitting your Personal Information and other information provided to, or collected, or obtained by 3DMadeEasy and any Co-Branded Parties involved, to 3DMadeEasy and each of the Co-Branded Parties without any other notice or further consent. Please note that we do not control any Co-Branded Parties' use or treatment of information you provide to them and you should consult each of their privacy policies or any separate Co-Branded privacy policy posted on or linked from the Co-Branded site to determine your rights with respect to their use and treatment of your information. You will need to communicate with us and each Co-Branded Party directly, as applicable, if you decide you no longer wish to receive communications or if you wish to change any information you have supplied.

## **Legal Requirements**

We may disclose Personal Information if we have a good-faith belief that doing so is required by a subpoena, warrant, or other judicial or administrative order or otherwise required by law. Additionally, we may disclose Personal Information where we, in good faith, deem it appropriate or necessary to prevent violation of our Terms of Use or End User License Agreements, or our other agreements; take precautions against liability; protect our rights, property, or safety, or those of a partner, any individual or the general public; maintain and protect the security and integrity of our site or infrastructure; protect ourselves and our site from fraudulent, abusive, or unlawful uses; investigate and defend ourselves against third party claims or allegations; or assist government regulatory agencies.

## **Change of Ownership**

Information about our users, including Personal Information, may be disclosed as part of any bankruptcy, merger, sale, transfer of company assets, acquisition, or similar transaction. In the event of such a transaction in which your Personal Information would be transferred to a third party, we will make reasonable efforts to notify you. For example, we will post a notice of the transfer of Personal Information on our site and, if we have your email

address, we will send notice of the transfer of Personal Information to that email address.

## **4. Your Choices**

### **Submitting Personal Information**

If you do not want to submit Personal Information that is necessary to provide or use our site or to fulfill your request, you will not be able to access and/or participate in our site. You will not be able to register for an account with us. In addition, your refusal to submit Personal Information may limit our ability to respond to your customer support inquiry in a timely fashion.

### **Editing Personal Information**

You may, at any time, update, correct, or delete certain Personal Information that you have provided to us by updating your preferences using the change password option or by contacting us at the email address set forth in this Policy.

### **Account Deletion**

If you submit Personal Information, you may delete your account with us at any time. If you delete your account, your Personal Information and any and all other account related information including, but not limited to, user profile data, sharing data and any other data, credits specifically associated with your account are also permanently deleted. If you choose to have an account with us in the future, you will have to sign up for a new account as none of the information you previously provided or saved within your account will have been saved.

## **5. Security**

We take reasonable measures, including the implementation and maintenance of physical, electronic, and managerial procedures, in an effort to assure the security, integrity, and accuracy of all Personal Information that we collect. Our efforts include procedures designed to avoid unauthorized access, alteration, misuse or disclosure of Personal Information.

If we learn of a security systems breach, we may attempt to notify you electronically so that you can take appropriate protective steps. By using our site and providing Personal Information to us,

you agree that we can communicate with you electronically regarding security, privacy and administrative issues relating to your account information and usage.

## **6. Data Integrity and Data Retention**

We collect and use Personal Information in accordance with this Policy and only for the purposes stated in this Policy and/or at the time we request such Personal Information from our users, or for such purposes to which a user may otherwise consent. We do not use or share our users' Personal Information in a way that is incompatible with the purposes for which such Personal Information was requested and authorized for use by us. We retain Personal Information for no longer than is commercially useful to carry out our business purposes, or as we believe may be legally required. When Personal Information is deleted or updated by you, it may take up to 30 days from accessible systems, and up to 90 days from backup systems, for us to delete such Personal Information.

## **7. Access to Personal Information**

You may view, correct, or delete the Personal Information 3DMadeEasy stores about you. Most of your Personal Information may be accessed and corrected by simply logging into your account and accessing your profile. If you wish to obtain a report of the Personal Information 3DMadeEasy has about you, please email us a request at the email address set forth in this Policy.

## **8. Changes and Updates to This Policy**

We may update this Policy from time to time. If we do, we will update the "effective date" at the top of the Policy. If we make material changes to how we use Personal Information, we will attempt to notify you of the change and to give you the opportunity to exercise choice as to how your Personal Information is used. We will post the updated Policy on the site,

and if we have your email address, we will send notice of the update to that email address.

We encourage you to review this Policy periodically to stay informed about our collection, use and disclosure of Personal Information. Your continued use of our site or any other content, products or other services covered by this Policy constitutes your agreement to this Policy and any updates.

## 9. International Users & U.S.-EU Switzerland Safe Harbor

3DMadeEasy may be hosted in a number of countries, including the United States. If you utilize our site from the European Union or Switzerland, or any other region with laws governing data collection and use that may differ from U.S. law, please note that you may be transferring your personal data outside of those jurisdictions to the United States. The United States does not have the same data protection laws as the European Union, Switzerland and other regions. By providing Personal Information under this Policy, you consent to the use of your Personal Information in accordance with this Policy and the transfer of your Personal Information to the United States.

The Personal Information practices set out in this Privacy Policy apply to the 3DMadeEasy website, and customers worldwide. You have a right of access and to correct such data and/or Personal Information. To exercise these rights, or for other data privacy questions, please contact/send an email to

[contact@3DMadeEasy.com](mailto:contact@3DMadeEasy.com).

3DMadeEasy is committed to complying with the U.S.-EU Safe Harbor Framework and the U.S.-Swiss Safe Harbor Framework as set forth by the U.S. Department of Commerce regarding the collection, use, and retention of personal information from European Union member countries and Switzerland. 3DMadeEasy has certified that it is committed to adhere to the Safe Harbor Privacy Principles of notice, choice, onward transfer, security, data integrity, access, and enforcement. To learn more about the Safe Harbor program, please visit -



<http://www.export.gov/safeharbor/>.

## **10. Enforcement**

3DMadeEasy regularly reviews its compliance with this Privacy Policy. Please feel free to direct any questions or concerns regarding this Policy or 3DMadeEasy's treatment of Personal Information by contacting us through this Site at [contact@3DMadeEasy.com](mailto:contact@3DMadeEasy.com). When 3DMadeEasy receives a formal written complaint at this email address, it is 3DMadeEasy's policy to contact the complaining party regarding their concerns. 3DMadeEasy will cooperate with the appropriate regulatory authorities, including local data protection authorities, to resolve any complaints regarding the transfer of personal data that cannot be resolved by 3DMadeEasy and any individual.

## **11. No Error Free Performance**

3DMadeEasy does not guarantee error-free performance under this Privacy Policy. 3DMadeEasy will use reasonable efforts to comply with this Privacy Policy and will take prompt corrective action when we learn of any failure to comply with our Privacy Policy. 3DMadeEasy shall not be liable for any incidental, consequential or punitive damages relating to this Privacy Policy.