

## **DESIGNTECH PRIVACY POLICY**

Designtech value the Customer's and the End User's privacy and is dedicated to protect information about the Customer and the End User. Designtech will log the usage by the Customer and the End User of the Designtech Product(s) in accordance with the Section "Consent to Use of Data" in the terms and conditions, in addition, the Customer's and the End User's privacy will be respected.

Designtech reserves the right to email the Customer and the End Users when the Designtech Product is delivered as a Software as a Service (SaaS), as well as Visitors that have provided their email address in the web forms on the Designtech controlled websites, with technically related, product related, and marketing related information. Each individual End User and Visitor has the possibility to opt-in/opt-out, this is done by sending an email to [info@designtech.se](mailto:info@designtech.se) with the subject line "Opt-in" or "Opt-out" in the email. Once one has opted out from receiving marketing and promotional materials, Designtech will not send any additional materials other than those required by Designtech's agreement with the Customer.

### **Personally Identifiable Information**

When the Customer register an End User to Designtech's Product(s), the Customer must complete a registration form that requires the Customer to provide Personal Information (including, without limitation, the End User's name and email address). When a visitor to any of the Designtech websites uses a contact form, they are also required to provide Personal Information (including, without limitation, the Visitor's name and email address)

### **Announcement Email Information**

From time to time Designtech provide information about its products to the Customer, End Users and/or Visitors in the form of email. Announcement Emails will be emailed directly to the address that the Customer, End User and/or the Visitor provides when submitting a contact form, registering, or in the event where the registration has been done by an administrator. The individual End User can opt-out by sending an email to [info@designtech.se](mailto:info@designtech.se) with subject line as "Opt-out" in the email.

Designtech may place email links and/or forms on Designtech's Website to allow the Customer, End User and/or the Visitor to contact Designtech directly. The Personal Information provided in these links and forms is used to respond directly to the questions or comments. Designtech may also file the comments to improve the quality of the website, products, or process, or review and discard the Personal Information. All information, other than the Personal Information that is sent to Designtech using these email links or forms, will not be considered or treated as confidential information. Do not send Designtech any information, ideas, suggestions, proposals, or comments that you consider confidential or that you want to be treated as confidential.

### **Use of Your Personally Identifiable Information**

Designtech use Personal Information to respond to the Customer's, End User's and/or the Visitor's inquiries, improve Designtech's marketing and promotional efforts, to analyse Licensed Software and service offers, and to customize services and Licensed Software(s). Designtech may use Personal Information to deliver information to the Customer, End User and/or the Visitor and to contact the same regarding administrative notices. Designtech may also use Personal Information to resolve disputes and troubleshoot problems as well as send marketing information like newsletters.

Designtech may use additional information not considered Personally Identifiable to analyse and improve troubleshooting techniques and responses, and to improve the value of Licensed Software(s) and services provided by Designtech or third parties. If the email address provided to Designtech is an email address that the Customer, End User and/or the Visitor access via a wireless device, the Customer, End User and/or the Visitor understand that the wireless carrier's standard rates apply to these messages, and that the Customer, End User and/or the Visitor may elect to not receive such messages. The Customer, End User and/or the Visitor has the right to opt-out from such messages using Designtech's opt-out policy, refer to separate Section below. The Customer, End User and/or the Visitor also represent that the wireless device is used by its owner or authorized user, on which the messages may be received, and that the Customer, End User and/or the Visitor understand and are authorized to approve the applicable charges.

### **Required Disclosures**

Designtech may disclose Personal Information if required to do so by law or in the good-faith belief that such action is necessary to prevent injury or property damage. Designtech will usually attempt to notify the Customer, End User and/or the Visitor when Designtech is making such a disclosure, but Designtech may not do so in an emergency or when Designtech is prohibited by law or court order from giving such notice.

### **Information Sharing and Third Party Service Partners**

Designtech does not rent, sell, or share personal information about the Customer and/or End User with other people or non-affiliated companies without the Customer's and/or the End User's prior consent or unless Designtech has a good faith belief that access, use, preservation, or disclosure is reasonably necessary to (a) satisfy any law, regulation, legal process or enforceable governmental request, (b) enforce any applicable Terms of Service (including investigation of potential violations thereof), or (c) detect, prevent or otherwise address fraud, security, or technical issues.

Designtech may provide services for the Licensed Software through contractual arrangements with affiliates, service providers, partners and other third parties ("Service Partners"). Designtech and its Service Partners use Personal Information to operate and deliver their products and services. Unless otherwise agreed by the Customer and/or the End User in a separate agreement, Designtech's Service Partners may not use any Personal Information to inform the Customer and/or the End User of other products or services available from those Service Providers.

If Designtech becomes involved in a merger, acquisition, or any form of sale of some or all of its assets, Designtech will ensure the confidentiality of any Personal Information involved in such transactions and provide reasonable notice before Personal Information is transferred and becomes subject to a different privacy policy. Such notice may be given by a clear and concise statement on Designtech's website or in a subsequent update to the Licensed Software that there has been an update to this Privacy Policy.

### **Opt-Out Policy**

Designtech allows the Customer, End User and/or the Visitor to opt out of Designtech's use of the Customer's, End User's and/or the Visitor's Personal Information for purposes other than the purpose for which it was provided. This includes, by way of example, marketing and promotional mailings relating to Designtech products and services. In order to opt-out, send an email to [info@designtech.se](mailto:info@designtech.se) with subject line as "Opt-out" in the email. Once Designtech has received the opt-out email from receiving marketing and promotional materials,

Designtech will not send any additional materials other than those required by Designtech's service agreement with the Customer.

### **Access and Integrity of Stored Personal Information**

The Personal Information the Customer and/or the End User provide to Designtech during registration of the Licensed Software is shown directly in the Licensed Software's settings. The Customer and/or the End User can help Designtech maintain the accuracy of such information by updating the Licensed Software settings any time the Customer's and/or the End User's Personal Information changes. In the event where the Customer and/or End User wish to actively delete the Personal Information that has been provided to Designtech, subject to the Customer's and/or the End User's understanding that certain deletions may affect Designtech's ability to provide the Designtech services the Customer and/or the End User has requested, please contact Designtech.

### **Links**

The Licensed Software may include links to other applications or sites. This Privacy Policy applies to the Licensed Software only. Any information submitted to linked sites or other applications will be subject to the privacy policies of those sites or applications, if any. The Customer and/or the End User should review those policies carefully before providing any information to these linked sites or applications.

### **Security**

Designtech undertakes practical and reasonable steps to protect Personal Information from unauthorized or accidental access, disclosure, misuse or processing, or from alteration, destruction, or loss. Personal Information that Designtech collect resides on servers operated by Designtech or its affiliates and is accessible only to personnel who, by virtue of their duties, are required to have access and have been trained in, and tasked with, the observance of the principles embodied in this Privacy Policy.

### **Enforcement**

If the Customer, End User and/or the Visitor has any questions or complaints regarding how Designtech is handling Personal Information under this Policy or generally about the implementation of the principles of this policy, Designtech encourage the Customer, End User and/or the Visitor to contact Designtech directly.

### **Changes to Privacy Policy**

Should Designtech decide to change this Privacy Policy, Designtech will update it with the release or update of the Licensed Software so that the Customer and/or the End User will always know what Personal Information Designtech gather, how Designtech might use it, and whether Designtech will disclose it to anyone. Unless the Customer and/or the End User opt out of receiving Announcement Emails from Designtech, as possible in the manner described herein, Designtech may also notify the Customer by email of changes to this Privacy Policy. For the public Designtech websites, they will all hold a current version of this agreement.